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Dealerscope Merchandising

NOVEMBER 1988
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80th Anniversary Issue

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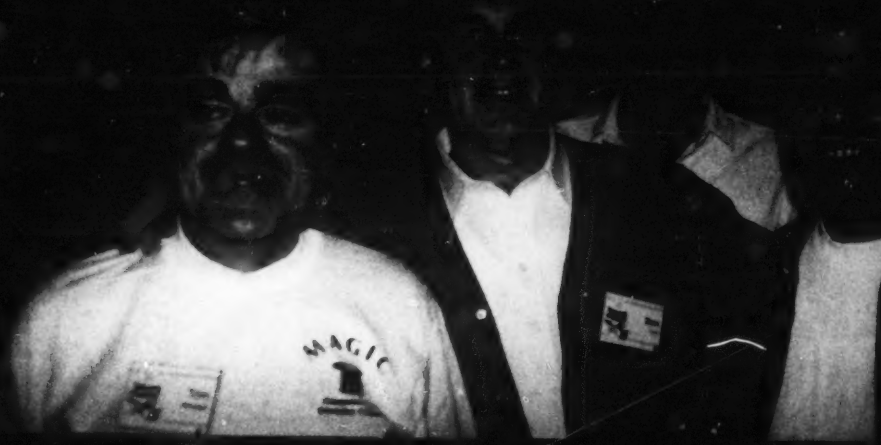

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BPA

Coming of Age

RECENTLY I returned from a visit to Korea that included a tour of Goldstar's VCR plant, interviews with top international marketing executives and a few enjoyable days at the 24th Olympiad. Since my return I've told anyone willing to listen to ignore the whining about student and labor unrest, that it was clear Korea has come of age as an industrial power.

There is also, I reported, a distinctive Korean culture that has resisted both the pervasive influence of nearby China, and, to a surprising degree, the business tidal wave from nearby Japan. One does not see many Japanese-produced cars on the streets of Seoul, and the famous billboards touting Japanese electronics are conspicuously absent—a reminder that between 1910 and 1945 Japan annexed the country and the Koreans have neither forgotten nor forgiven.

But the most impressive aspect of my visit was not the modern industrial plants, nor the gleaming skyscrapers of Seoul. Rather, it was the foresight of Korean businessmen who realize that standing in the way of their continued success is the fact that Korea's products soon will become more expensive, due to increasing labor costs and an appreciating currency.

Consequently, manufacturers there will have to move up the ladder to mid-range and upscale product. Yet Korea does not have the technological capability of matching the best of Japan, Europe or the United States. Specifically in consumer electronics, the technology embodied in Korean products still does not give this seasoned product evaluation editor goose bumps. To their credit, however, Korea's industry leaders recognize there is much R&D to be done.

Conclusions? Don't underestimate the Koreans' tough internal drive and their strong "we can do it ourselves" attitude.

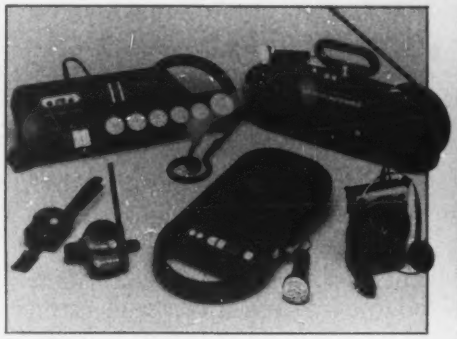
Eighty and Counting

Little clues in this issue tell you that DEALERSCOPE MERCHANDISING is a magazine with a rich, long past. There is, for example, a special cover and articles within on the history of consumer electronics and major appliances.

But rather than dwell on where we've been, it seems to me more important to focus on where we are and are likely to be in the future. In this respect, then, more than a retrospective of the past 80 years of DM we intend this issue—and those that follow—to fulfill our promise to deliver all the information you need to run your business more profitably. Stay with us—the best is yet to come.

November 1988
Volume 30, No. 11

Dealerscope Merchandising



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All rights are strictly reserved, and reproduction in whole or in part is expressly prohibited without prior written permission. Subscriptions cost $65 per year in the U.S. In Canada, $72; other countries, $132. Back issues and single copies, when available, mailed by publisher postage paid for $10.
Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

Toshiba names **Sal Morabito** sales manager, special markets for consumer products business sector; **Karen Tullo** appointed senior marketing services coordinator for retail products group of the telecommunication systems division.

Morabito

Miller

Michael W. Miller appointed field sales manager for audio/video, BASF Corp. Information Systems.

Sony Magnetic Products Co. names **Michael Costanza** national accounts manager; **Steve Johnson** appointed to promotions manager; **Robert Elman, Joseph Fusco,** and **John Ward** appointed zone managers.

B.A. Pargh Co. Inc. appoints **Bonnee Klein-Gilligan** to director of advertising; **Mike Harbin** to senior buyer; and **Melisa Warner** to buyer.

Shintom West Corp. of America promoted **Richard G. Thompson** to senior VP, sales and marketing.

Thompson

Davies

Sharp names **Keith Davies** national sales manager-East, consumer video division.

Bush Industries promotes **David Messinger** to senior VP, product/process development; **Robert Ayres** named corporate executive VP; **Lewis Aronson** appointed VP, human resources.

Morton H. Broffman appointed VP and assistant to the president, Chas. Levy Co.; **James E. Bunning** named VP, management information systems.

Axon Video Co. names **Lee Krugman** senior VP, marketing.

Martin Weinstein joins Turner Home Entertainment as director of sales and marketing.

Sansui Electronics Corp. promotes **Fred Maxik** to manager, special markets.

Marantz Co. promotes **Dave Martinez** to customer service manager and **Bud Myers** to national merchandising manager.

Academy Entertainment promotes **Carol Fagan** to marketing manager.

Michael R. Lightbourne joins Rentrak Inc. as director of sales and marketing.

Cheryl Gersch promoted to executive VP, New Star Video.

Gersch

Onami

Setsujiro Onami named president and CEO, Pioneer Electronics (USA) Inc.

Samsung Electronics America appoints **Kevin Proctor** general manager, product development and **Richard Leister** marketing communications manager.

Carole Orgel joins Turner Entertainment Co. as director of licensing.

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
August 1988 vs. August 1987
(In Units)

	August 1988	August 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,555,563	1,587,690	- 2.0	11,769,104	11,599,845	+ 1.5
Monochrome	180,755	270,623	-33.2	1,564,143	1,932,038	-19.0
TOTAL TV*	**1,736,318**	**1,858,313**	**- 6.6**	**13,333,247**	**13,531,883**	**- 1.5**
Projection TV	19,077	27,555	-30.8	153,690	159,407	- 3.6
Home VCR	856,322	1,019,411	-16.0	6,831,468	7,626,346	-10.4
Camcorders**	150,975	96,442	+56.5	1,083,453	796,065	+36.1

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Bruce H. Cowgill appointed to group VP and general manager, WCI dishwasher division.

Whirlpool Appliance Group names **Jeff Fettig** director, product management. Whirlpool Corp. elected **Albert E. Suter** company president and COO.

Sharp Electronics, appliance division, promotes **Karen Forte** to senior product training specialist, **Aileen Light** to product specialist, and **Joy Weis Daniel** to manager, product evaluation and information.

Raytheon Co. makes the following promotions at its Amana Refrigeration Inc. subsidiary: **Henry J. Meyer** to chairman and CEO, **Charles M. Peters** to president and COO, and **John A. Kammerer II** to executive VP.

James Jurinak joins Thermador/Waste King as VP, operations.

Cowgill

Jurinak

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
August, 1988

	August			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	4,190.9	4,092.1	+ 2.4	32,804.8	33,563.1	- 2.3
COOKING — TOTAL	1,233.8	1,405.7	-12.2	9,714.7	11,038.9	-12.0
Electric Ranges — Total	287.1	289.7	- 0.9	2,028.6	2,210.2	- 8.2
Free Standing	234.1	232.5	+ 0.7	1,633.7	1,778.6	- 8.1
Built-In	53.0	57.2	- 7.3	394.9	431.5	- 8.5
Gas Ranges — Total	193.3	164.5	+17.5	1,357.0	1,346.4	+ 0.8
Free Standing	182.2	156.0	+16.8	1,274.5	1,269.8	+ 0.4
Built-In	11.2	8.5	+31.8	82.4	76.7	+ 7.4
Microwave Ovens/Ranges***	769.5	969.3	-20.6	6,448.7	7,599.4	-15.1
HOME LAUNDRY — TOTAL	1,017.9	901.1	+13.0	7,107.1	7,004.8	+ 1.5
Automatic Washers	588.7	519.7	+13.3	4,119.2	3,982.3	+ 3.4
Dryers — Total	429.2	381.4	+12.5	2,987.0	3,022.5	- 1.1
Electric	329.8	294.4	+12.0	2,316.3	2,351.7	- 1.5
Gas	99.4	87.0	+14.3	671.6	670.8	+ 0.1
KITCHEN CLEAN UP — TOTAL	736.9	709.3	+ 3.9	5,475.3	5,751.5	- 4.8
Disposers	363.6	357.8	+ 1.6	2,752.6	2,939.1	- 6.3
Dishwashers — Total	349.3	335.4	+ 4.1	2,563.7	2,667.8	- 3.9
Built-In	328.2	314.2	+ 4.8	2,402.7	2,507.8	- 4.2
Portable	20.1	21.3	- 5.6	161.0	160.1	+ 0.6
Compactors	24.0	16.0	+50.0	159.1	144.6	+10.0
FOOD PRESERVATION — TOTAL	932.6	838.1	+11.3	5,814.0	5,718.0	+ 1.7
Refrigerators	781.1	700.5	+11.5	4,897.7	4,832.8	+ 1.3
Freezers — Total	151.6	137.6	+10.2	916.4	885.2	+ 3.5
Chest	79.8	73.1	+ 9.2	492.5	488.7	+ 0.8
Upright	71.8	64.5	+11.3	423.9	396.5	+ 6.9
HOME COMFORT — TOTAL	269.7	238.0	+13.3	4,693.6	4,049.9	+15.9
Room Air Conditioners	198.1	195.8	+ 1.2	4,055.8	3,385.0	+19.8
Dehumidifiers	71.6	42.2	+69.7	637.9	664.9	- 4.1

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).

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Dealerscope Merchandising

JANUARY 1989
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The Ma[illegible] Electronics and Major Appliance Retailing

POWER RETAILING

Who's favored to win—and lose—in '89

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Shopping in America: What the Consumer Sees

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BPA

PERISCOPE

The Illusion of Competence

I HOPE you'll take special note of the series of articles in this issue we call "Shopping in America: What the Consumer Sees." In researching this story, our reporters found a shocking absence of knowledgeable retail salespeople; in chain stores, department stores, specialty shops and discount houses, we consistently came upon sales people poorly schooled in presenting product features and benefits and unable to answer the most basic questions.

In many "lotus land" stores, pricing and stacking of product on cartons have become the focus of retail activity, at the expense of customer service and product education.

The result? Too often, product that doesn't sell itself doesn't sell.

Or worse, it is sold by means of inaccurate or misleading statements.

Apparently, there are those in this industry who view the expectation of knowledgeable and helpful floor sales personnel as harkening back to the days of vacuum tubes and monophonic sound.

This is a dangerously short-sighted view. If the benefits—in higher sales and profits—of a properly trained staff are to be seized by those who deserve them, two things are necessary.

First, we recognize that retailing is a harshly competitive world, with CEOs constantly battling to cut costs. These same executives must realize that, for the long run, an effective education program is no less than the price necessary to survive.

The second need is for the proper tools to be given to dealers by manufacturers, distributors and manufacturer's reps, who, in the recent profit crunch, have allowed training programs to stagnate into a state of malnutrition. This must change. And quickly.

Murray Slovick

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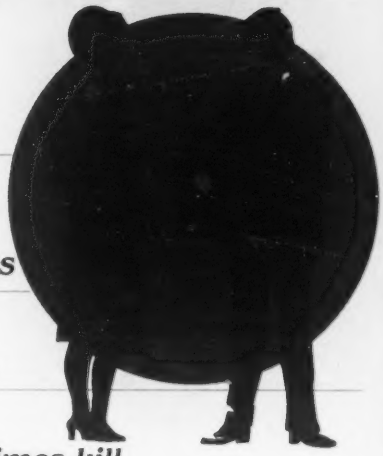

PEOPLE ON THE MOVE: Major Appliance

WCI appoints **W.G. (Greg) Bleakley** as senior VP human resources.

Bleakley

Hendrix

Thermador/Waste King names **Cap Hendrix** as VP of marketing. **David Simon** is appointed national sales manager and **David Dicken** western sales manager, commercial and wholesale disposers. President **Charles F. Farrell** will be the company's representative to AHAM now that Thermador has joined the major appliance division of the Association.

Dwight E. Stanfield is promoted to manager of corporate planning for Maytag.

Dacor appoints **Dan Moore** as director of sales and distribution.

Farrell

Stanfield

Frederick P. (Rick) Foltz becomes operations manager for Magic Chef.

Several Whirlpool Corp. executives are changing positions with the creation of Whirlpool International. **James K. Doan** becomes corporate controller; **Robert L. Mink** is named corporate legal officer and **Roger E. Merriam** is appointed director of the overseas group. **Robert E. Bartley** becomes staff VP and **Samuel M. Bateman** is named executive VP, international operations. Also, **Lawrence J. Kremer** becomes corporate VP of procurement and **Richard T. Litzinger** is appointed VP, Mexican operations.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
October, 1988

	October			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	4,177.9	4,274.4	– 2.3	41,232.4	42,268.8	– 2.5
COOKING - TOTAL	1,611.3	1,832.8	– 12.1	12,876.9	14,635.1	– 12.0
Electric Ranges — Total	301.6	307.4	– 1 9	2,652.8	2,806.3	– 5.5
Free Standing	238.8	248.3	– 3.8	2,125.1	2,260.4	– 6.0
Built-In	62.8	59.1	+ 6.3	527.7	545.9	– 3.3
Gas Ranges — Total	203.3	210.5	– 3.4	1,772.7	1,757.5	+ 0.9
Free Standing	192.9	198.6	– 2.9	1,667.6	1,657.4	+ 0.6
Built-In	10.3	12.0	– 14.2	105.1	100.1	+ 5.0
Microwave Ovens/Ranges***	1,123.2	1,334.4	– 15.8	8,602.9	10,227.5	– 15.9
HOME LAUNDRY — TOTAL	945.7	899.8	+ 5.1	9,079.3	8,950.8	+ 1.4
Automatic Washers	533.1	496.8	+ 7.3	5,242.5	5,075.0	+ 3.3
Dryers — Total	412.6	403.0	+ 2.4	3,836.9	3,875.9	– 1.0
Electric	319.2	310.0	+ 3.0	2,968.6	3,008.1	– 1.3
Gas	93.3	93.0	+ 0.3	868.2	867.7	+ 0.1
KITCHEN CLEAN UP — TOTAL	744.3	811.5	– 8.3	6,943.1	7,337.6	– 5.4
Disposers	387.2	436.9	– 11.4	3,509.0	3,787.7	– 7.4
Dishwashers — Total	335.7	355.0	– 5.4	3,234.1	3,364.8	– 3.9
Built-In	315.0	329.6	– 4.4	3,031.8	3,155.6	– 3.9
Portable	20.8	25.3	– 17.8	202.4	209.2	– 3.3
Compactors	21.3	19.5	+ 9.2	199.9	185.2	+ 7.9
FOOD PRESERVATION — TOTAL	735.1	638.6	+ 15.1	7,378.7	7,085.3	+ 4.1
Refrigerators	625.0	551.8	+ 13.3	6,223.3	6,003.9	+ 3.7
Freezers — Total	110.2	86.7	+ 27.1	1,155.4	1,081.3	+ 6.9
Chest	60.4	46.0	+ 31.3	621.2	592.4	+ 4.9
Upright	49.8	40.7	+ 22.4	534.3	488.9	+ 9.3
HOME COMFORT — TOTAL	141.6	91.8	+ 54.2	4,954.3	4,260.0	+ 16.3
Room Air Conditioners	129.4	83.6	+ 54.8	4,296.5	3,566.3	+ 20.5
Dehumidifiers	12.2	8.2	+ 48.8	657.8	693.7	– 5.2

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).

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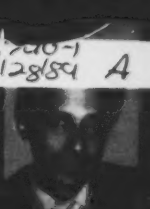
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FEBRUARY 1989
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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

THE BEST WINTER CES YET

Complete team coverage

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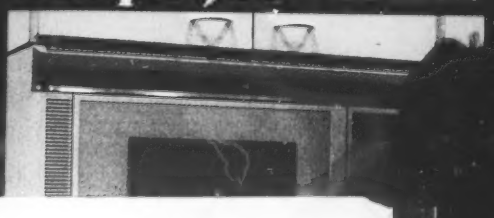
The DM Round-table, Par

MICROWAVES:

Recipe for revival



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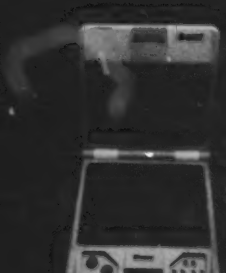

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BPA

PERISCOPE

No Simple Solution

ALL of the hype about HDTV should begin in earnest this year. Not because of any grand new engineering breakthrough, but because this is the official "Fifty Years of Television" anniversary, commemorating the start of regular television broadcasting in the United States.

A year-long exhibit entitled "American Television From the Fair to the Family, 1939-1989," examining television and its impact on lives and habits of Americans, will open April 19 at the Smithsonian's National Museum of American History.

Unfortunately, the feeling of pride that we are bound to experience in seeing this exhibit will not be enough to convince the various HDTV factions to settle upon a single worldwide standard.

Indeed, Jan Timmer, chairman and CEO of the Consumer Electronics Division of N.V. Philips, put it best in delivering the keynote address at the 17th Winter CES, noting, "I'm afraid those who believe in the simple solution might be disappointed for the reason that TV is a very important medium in each country. Its importance goes far beyond anything we have seen. We also have very different broadcasting structures, and broadcasters are an important shareholder in HDTV.

The concern here is that the three-way battle among Japanese, European and (it is hoped) American HDTV interests will make all prior format wars—such as VHS vs. Beta—seem meek by comparison.

In Memoriam

FOR me 1989 starts on a sad note. On Jan. 8, former Dealerscope Merchandising editor Gary Neilson "Neil" Spann passed away after a long illness.

A 10-line resume written here or elsewhere hardly does justice to the person or his career. But as I collected my thoughts, the first descriptive word that came to mind was quality. It fits. Neil was a quality person. It showed most in little, everyday things—such as when Neil would meet a reporter new to the consumer electronics industry. While most hardened veterans would allow the neophyte to struggle in isolation, Neil was always quick to offer a word of encouragement and the sort of "no repayment required" help that prompted the listener to seek closer association.

Neil Spann: Friend. Gentleman. Professional.

He will be missed.

Murray Slovick

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Volume 31, No. 2

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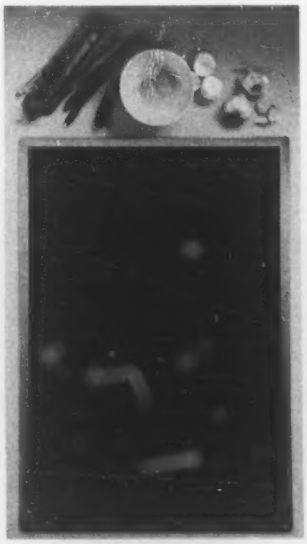

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HOME OFFICE

RETAILING

'Not the Next VCR'

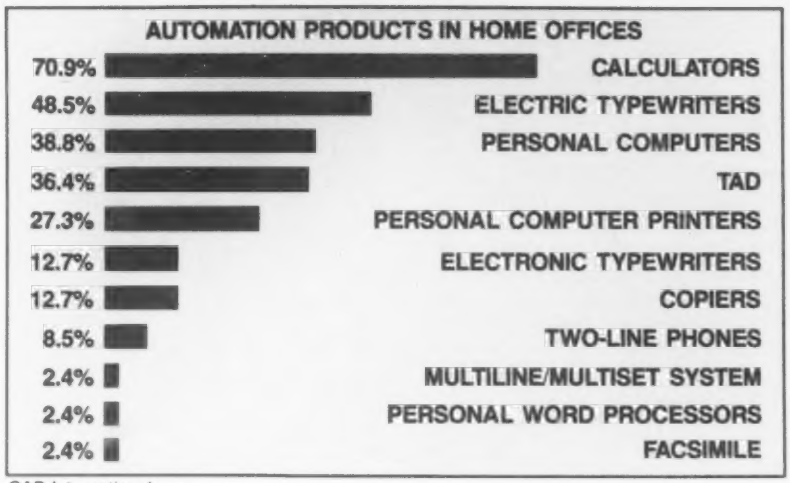
CONSUMER electronics retailers are well-positioned to increase their share of the expanding home office automation business, but they're going to have plenty of competition from other distribution channels. So said Ray Boggs, director of CAP International's small business marketing service, in a wide-ranging market overview delivered at WCES.

With the home-office market expected to grow by about a third in 1989 (from $2.6 billion in sales to $3.4 billion, according to CAP estimates), it's apparent the high revenue potential is catching the eye of more retailers, from warehouse clubs to traditional office suppliers. Yet the home-office category is complex and diverse, Boggs warned, and requires nurturing.

"It's not a market that will grow by itself," he observed. "It's not a business that you can sit back and enjoy. You can't put a skid of these products on display and watch them disappear. Home office is not the next VCR."

This is not to say that there aren't parallels between the home-office customer and the CE customer. In both cases, Boggs pointed out, the purchaser is also the ultimate user, in contrast to the traditional small-business customer who is making a corporate purchase decision. Furthermore, the dealer often has to educate the consumer about the product, "yet the profits that they earn for a successful sale may be inadequate to provide for that level of support. So manufacturers have to play a greater role in educating prospects through promotional literature, advertising, seminars or other techniques."

Unlike the TV and VCR market, however, Boggs noted that home-office equipment does not offer the possibility of being sold into virtually every U.S. household. A more accurate market size would consist of the 29.9 million households that have space devoted exclusively to household management or revenue-producing activities. But the real "motherlode" is smaller, said Boggs: the 10.8 million households that have dedicated work space and generate income (whether primary or secondary) by its use.



CAP International

What products are most popular with this core group? According to CAP research, the best penetration has been achieved by calculators, answering machines, personal computers, word processing software and computer printers. These products also registered the highest intent to buy. Encountering resistance were advanced telephones, copiers and facsimile machines, despite their popularity with small businesses.

The low penetration of facsimile machines and copiers in the home office led Boggs to a key point: Don't confuse the home-office buyer with a different breed of customer, the small businessman. Said Boggs, "You may think the guy that comes into your store dressed in jeans and sneakers on Saturday is buying a fax machine for his home office. The odds are that he isn't. It's much more likely he's buying for his or somebody else's small business."

The proof lay in his statistics. While fax penetration in small businesses (defined as having less than 100 employees) grew from 6.5 percent in 1987 to 17.2 percent in 1988, CAP found fewer than 10 fax machines in a survey of 1,000 home-office households.

Copier acceptance in the home, Boggs said, appeared to be the victim of the popularity of personal computers and printers, which were found in 39 percent of home offices last year. "Rather than copy a letter I'm sending, if I'm working at home, I may just print an extra copy out of the printer for my files."

Although retailers should remain aware that the needs of the small businessman can be quite different from the needs of the home office worker, he advised against a highly targeted approach for retailers. "I was raised on the virtues of segmentation, but when it comes to the home office, that kind of thinking can get you in trouble. You have to make sure your message is broadly based, compatible with the goals of small business, small office and home office. If your message shuts out any of these three groups, forget it."

Boggs closed with a three-point prescription for success in home-office retailing, one that would sound familiar to any electronics dealer: Invest in the right product mix; get and use all the sales support you can; and finally, use mass advertising media. ■

PEOPLE ON THE MOVE: Electronics

George Zebold is appointed director of product for Northwestern Bell Phones.

Zebold

Asano

Pioneer Electronics promotes **Takafumi Asano** to executive VP and **Michael Townsen** to VP of marketing for its car electronics division.

Jim Ristow is appointed VP, sales and marketing at Record a Call.

Linda Lauer is named director of membership services for the VSDA. **Lynn Henley** becomes director of membership acquisition.

Changes at SVS (formerly Sony Video Software): **Michael Holzman** is promoted to deputy president; **Steven Brecker** advances to marketing manager, home video; **Stephanie Shalofsky** is named VP, operations; and **Jeffrey L. Ringler** advances to VP, business affairs.

Sherwood appoints **Tom Graham**, VP, marketing; **Tom Moore**, product marketing manager, home audio and **Christie Moody**, marketing coordinator, home audio.

SuperVideo appoints **John E. Manning** chief operating officer.

BEL-tronics names **Donal Rich** national accounts sales manager for the U.S.

Rich

Chemidlin

David Chemidlin is promoted to VP and controller for CBS/Fox Video, North America.

Fred Hackendahl is named president of the Marantz subsidiary of Dynascan.

Bush Industries appoints **James E. Kirby** senior VP, sales and marketing.

Kirby

Sherman

Joel Sherman is appointed national accounts manager of Sharp Electronics' consumer video division.

Denon America promotes Robert Heiblim to executive VP and **Akira Saito** to senior VP. **John Langan** becomes VP and **Ken Furst** is promoted to director of marketing.

K mart Corp. elects **Richard S. Miller** to its board of directors.

Kohji Machida joins Lloyd's Electronics as its chief engineer.

Jim Sala is named VP, corporate communications for Mitsubishi Electric Sales America.

Macrovision names **William A. Krepick** VP, sales and marketing.

PhoneMate appoints **Grant Mason**, marketing research analyst and **Monika Moreno** marketing services supervisor.

Marty T. Neilson joins Case Logic as chief financial officer.

Acclaim Entertainment names **Alexandra M. Bucich** as company controller.

Bucich

Riggle

Anne R. Riggle is promoted to director of marketing, SAFT America's advanced battery systems division. **David L. McLatcher** joins SAFT America as director of marketing and battery operations, portable battery division. ■

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
November 1988 vs. November 1987
(In Units)

	November 1988	November 1987	Percent Change	Year-to-date 1988	Year-to-date 1987	Percent Change
TELEVISION						
Color	1,889,483	1,734,711	+ 8.9	18,031,[illegible]	17,412,163	+ 3.6
Monochrome	223,398	374,993	– 40.4	2,298,5[illegible]	3,265,841	– 29.6
TOTAL TV*	**2,112,881**	**2,109,704**	**+ 0.2**	**20,330[illegible]3**	**20,678,004**	**– 1.7**
Projection TV	32,115	26,799	+19.8	261,547	261,942	– 0.2
Home VCR	1,308,832	1,162,193	+12.6	11,087,074	11,828,406	– 6.3
Camcorders**	216,050	183,480	+17.8	1,750,709	1,352,966	+29.4

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE: Major Appliance

Ralph F. Hake and **James K. Doan** are elected corporate VPs by Whirlpool Corp.

Doan

Wabschall

Changes at Hoover: **Jackson L. Wabschall** is named VP, sales. **Robert E. Rodgers** becomes national sales manager, eastern U.S. and **Robert F. Golden** is named national sales manager, western U.S. In conjunction with the formation of Hoover's new sales division, **David A. Gault** is named market development manager; **Robert W. Arnold** becomes major accounts manager and **John L. Green** is appointed special markets manager.

Jenn-Air names **Kevin R. Koehl** director of product planning; **Carl H. (Buzz) Adams**, director of market development and **William D. Burger**, director of marketing services.

Golden

Bayman

Changes at GE Appliances: **Richard L. Burke** is named VP for technology, product design and manufacturing; **Theodore R. Boehm** is appointed general counsel; **Gary M. Christensen** becomes general manager, refrigeration products; **Scott R. Bayman** becomes general manager, cooking products; **David M. Cote** is named general manager, laundry and dishwashing products and **Daniel J. Jordan** is appointed general manager, microwave and air conditioning products. ■

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
November, 1988

	November			Calendar Year to Date		
	1988	1987	% Change	1988	1987	% Change
ALL MAJOR APPLIANCES**	**4,136.3**	**3,877.0**	**+ 6.7**	**45,368.7**	**46,145.8**	**- 1.7**
COOKING — TOTAL	**1,699.1**	**1,680.1**	**+ 1.1**	**14,576.0**	**16,315.2**	**-10.7**
Electric Ranges — Total	287.0	284.8	+ 0.8	2,939.8	3,091.1	- 4.9
Free Standing	229.6	224.2	+ 2.4	2,354.7	2,484.6	- 5.2
Built-In	57.5	60.6	- 5.1	585.2	606.5	- 3.5
Gas Ranges — Total	203.2	187.9	+ 8.1	1,975.8	1,945.4	+ 1.6
Free Standing	191.7	178.2	+ 7.6	1,859.3	1,835.6	+ 1.3
Built-In	11.4	9.7	+17.5	116.5	109.8	+ 6.1
Microwave Ovens/Ranges***	1,223.6	1,222.2	+ 0.1	9,826.5	11,449.7	-14.2
HOME LAUNDRY — TOTAL	**909.2**	**860.6**	**+ 5.6**	**9,988.6**	**9,811.4**	**+ 1.8**
Automatic Washers	508.4	469.5	+ 8.3	5,750.8	5,544.5	+ 3.7
Dryers — Total	400.8	391.1	+ 2.5	4,237.7	4,266.9	- 0.7
Electric	308.6	302.1	+ 2.2	3,277.2	3,310.2	- 1.0
Gas	92.3	89.0	+ 3.7	960.5	956.7	+ 0.4
KITCHEN CLEAN UP — TOTAL	**757.6**	**677.0**	**+11.9**	**7,700.6**	**8,014.6**	**- 3.9**
Disposers	380.7	325.4	+17.0	3,889.7	4,113.1	- 5.4
Dishwashers — Total	354.9	336.0	+ 5.6	3,589.0	3,700.8	- 3.0
Built-In	326.7	307.3	+ 6.3	3,358.5	3,462.8	- 3.0
Portable	28.2	28.8	- 2.1	230.5	238.0	- 3.2
Compactors	21.9	15.6	+40.4	221.9	200.8	+10.5
FOOD PRESERVATION — TOTAL	**635.7**	**591.3**	**+ 7.5**	**8,014.4**	**7,676.6**	**+ 4.4**
Refrigerators	536.9	498.7	+ 7.7	6,760.2	6,502.6	+ 4.0
Freezers — Total	98.8	92.7	+ 6.6	1,254.2	1,174.0	+ 6.8
Chest	54.0	50.3	+ 7.4	675.1	642.7	+ 5.0
Upright	44.8	42.3	+ 5.9	579.1	531.3	+ 9.0
HOME COMFORT — TOTAL	**134.7**	**68.0**	**+98.1**	**5,089.0**	**4,328.0**	**+17.6**
Room Air Conditioners	125.8	61.8	+103.6	4,422.4	3,628.1	+21.9
Dehumidifiers	8.9	6.2	+43.5	666.6	699.8	- 4.7

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).

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BPA

PERISCOPE

Just a Stop Along the Learning Curve

NEW product development is seldom a simple act of design, manufacture and marketing. Sometimes it's damn the economics and full speed ahead—especially when a company has to solve several independent technical problems en route to a significant breakthrough.

Recently, we attended Sony's introduction of Hi8 products—the 8mm version of Super VHS. During the presentation Sony unveiled a Hi8 camcorder and home deck and, strangely, two Hi8 tape formulations, metal particle (MP) and metal evaporated (ME).

ME tape is super high-tech and very difficult and expensive to manufacture in quantity. Why, then, we asked Sony Consumer Video president Shin Takagi, offer it when a refined version of standard MP is capable of doing the job?

Takagi agreed that selling two tape formulations in what will be a limited high-end market perhaps made little business sense, but he noted ME offers 2 dB more in performance than MP and said Sony wants its Hi8 products to produce the very best camcorder video possible.

We think there is probably more here than meets the eye. If all goes according to plan, we expect that in three to four years, when we slide a second-generation ME cassette into a fully digital signal encoding VCR, we'll understand the perfect logic behind developing and perfecting, in 1989, a seemingly superfluous tape carrying a ludicrous ($22 for a P6-120) price tag.

Murray Slovick

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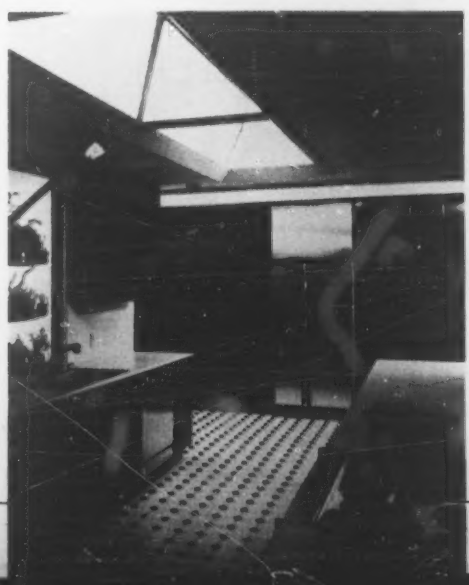

Home Builders Show 62
Price pressure on for major appliance industry

Dealerscope Merchandising's 67th Annual

Statistical & Marketing Report

THE DEALERSCOPE MERCHANDISING 67th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This first part of the report contains five-year and one-year tables for consumer electronics. Our April issue will carry the same information for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1988.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percentage change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1988 vs. 1987. Where a potential respondent disagreed with the 1987 estimate (published in the March 1988 issue), the respondent was asked for a "corrected" figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the United States.

Readers are cautioned that all information published in this 67th annual report is based on consensus rather than census. The questions did not ask for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed in percentage for the industry, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

Statistical Report prepared by Napco Research Dept.:

Tery Moran-Lever
Joan Harrison
Navaz Mehta

CONSUMER ELECTRONICS

5 YEAR TABLES

Products	1988 Number Shipped (000)	1988 Retail Value ($000)	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)
AUDIO/HIFI										
Audio Components, Total	**12,799**	**$2,419,413**	**12,085**	**$2,232,913**	**10,914**	**$2,041,492**	**8,200**	**$1,653,444**	**8,378**	**$1,509,777**
Amps, Pre-Amps, Tuners	678	202,750	609	173,143	597	168,100	537	150,790	549	152,633
Compact Disc Players	2,804	566,151	2,490	514,683	1,384	356,795	850	264,350	200	103,600
Equalizers	185	22,463	218	26,521	228	27,666	185	22,187	188	22,960
Receivers	1,976	543,968	1,957	505,077	1,843	483,327	1,533	393,981	1,553	391,356
Speakers (Components Only)	4,741	678,208	3,971	569,923	3,789	534,637	3,345	473,786	3,302	464,922
Tape Decks, Cassette	800	167,433	826	170,850	908	176,443	836	155,613	816	138,084
Tape Decks, Dual Cassette	649	116,387	632	111,056	600	108,000	*	*	*	*
Turntables (Excluding OEM)	958	122,053	1,382	161,660	1,565	186,524	1,442	172,055	1,696	213,018
Cartridges (Excluding OEM)	**1,803**	**57,767**	**2,539**	**78,054**	**2,795**	**86,421**	**3,047**	**94,000**	**3,585**	**114,003**
Compact Systems, Total†	**2,619**	**449,080**	**2,554**	**433,180**	**2,484**	**420,612**	**2,112**	**432,802**	**1,933**	**413,754**
Cassette Tape Recorder	65	7,171	64	7,128	60	8,100	*	*	*	*
Dual Cassette	70	8,571	68	8,354	65	8,775	*	*	*	*
Cassette/Turntable	574	76,376	574	76,376	620	83,700	*	*	*	*
Dual Cassette/Turntable	1,195	160,760	1,168	158,854	1,118	150,930	*	*	*	*
Cassette/Turntable/Remote Control	333	44,406	326	43,750	298	40,230	*	*	*	*
Cassette/Turntable/CD	30	11,933	28	10,898	25	9,975	*	*	*	*
Cassette/Turntable/CD/Graphic Equalizer	352	139,963	326	127,820	298	118,902	*	*	*	*
Changer Bimode‡	**	**	**	**	**	**	83	8,116	104	10,430
Cassette Bimode	**	**	**	**	**	**	87	15,946	92	17,295
Cassette Trimode‡	**	**	**	**	**	**	1,739	361,242	1,512	330,614
Cassette Quadmode‡	**	**	**	**	**	**	203	47,498	225	55,415
Headphones	**3,477**	**146,298**	**3,534**	**148,980**	**3,425**	**139,887**	**3,167**	**134,217**	**3,090**	**133,612**
Personal Portable Stereos, Total	**7,598**	**433,002**	**8,578**	**437,680**	**8,369**	**421,842**	**6,972**	**	**7,156**	**
Cassette and Radio	3,132	149,140	3,423	162,995	3,306	159,799	2,901	**	2,836	**
Cassette Only	3,054	70,160	3,679	84,531	3,644	85,024	3,289	**	3,575	**
Radio Only	785	12,473	935	14,849	939	15,019	782	**	745	**
CD Only	378	100,716	315	83,930	280	77,000	**	**	**	**
CD/Radio	249	100,513	226	91,375	200	85,000	**	**	**	**
Portable Tape Equipment, Total	**29,556**	**1,371,622**	**30,753**	**1,442,262**	**30,635**	**1,448,994**	**27,626**	**1,333,390**	**27,109**	**1,319,770**
Cassette Recorders	12,512	410,136	12,388	406,075	12,450	412,468	12,544	416,712	12,800	436,096
Radio/Cassette Combinations	16,254	919,761	17,572	994,336	17,398	994,833	14,432	882,228	13,745	853,015
Microcassette Recorders	790	41,725	793	41,851	787	41,693	650	34,450	564	30,659
Racked Systems	**1,635**	**892,000**	**1,500**	**800,000**	**954**	**560,267**	**877**	**527,858**	**810**	**492,456**
Radios, Total††	**27,767**	**761,361**	**30,678**	**817,542**	**29,896**	**845,494**	**27,528**	**808,136**	**27,391**	**822,551**
Clock	9,911	363,881	10,544	373,211	10,138	382,114	9,375	381,844	9,531	384,957
Portable	16,767	378,140	19,384	420,156	19,004	437,662	17,435	401,528	17,132	409,797
Table	574	19,340	750	24,175	754	25,718	718	24,764	728	27,897
ELECTRONICS FURNITURE										
Electronics Furniture, Total	**7,060**	**$1,118,111**	**6,779**	**$1,056,404**	**6,673**	**$1,027,891**	**6,088**	**$ 921,416**	**5,703**	**$ 819,320**
Audio Component Racks	1,282	198,983	1,115	173,029	1,014	160,212	975	154,440	959	150,400
Audio/Video Centers	310	115,622	295	110,116	241	95,753	201	83,636	173	69,351
Home Computer Tables	1,106	204,488	1,005	177,816	874	165,410	838	150,094	680	119,762
Microwave Oven Carts	948	151,033	998	158,982	951	147,890	839	120,992	766	109,048
Television Carts	2,495	215,269	2,490	214,827	2,767	245,516	2,505	231,637	2,551	233,544
TV/VCR/Videodisc Player Carts	919	232,716	876	221,634	826	213,110	730	180,617	574	137,215
MOBILE ELECTRONICS										
Auto Security Systems	**1,759**	**$ 357,667**	**1,371**	**$ 308,334**	**1,028**	**$ 256,945**	**	**	**	**
Autosound, Total	**24,511**	**1,432,397**	**22,981**	**2,182,996**	**21,625**	**2,021,504**	**21,763**	**$1,986,670**	**21,299**	**$1,936,467**
ID Cassette/Radio Combos	4,256	904,709	4,053	847,900	3,989	813,724	4,030	788,711	3,932	754,433
UD Cassette/Radio Combos	262	20,772	274	21,481	303	23,710	371	31,194	426	39,797
UD Cassette Players	406	26,620	423	27,444	466	30,158	554	37,617	615	45,492
Car Speakers (In Pairs)	17,540	1,069,508	16,241	993,044	15,010	942,167	15,162	979,465	14,635	936,055
Radios Only (Retrofit)	664	58,296	687	59,486	757	65,190	867	80,952	932	94,384
Equalizers	1,075	95,640	1,031	91,086	986	85,930	779	68,731	759	66,306
CD Players	140	70,359	124	61,342	55	26,125	**	**	**	**
CD Player/Radio Combos	168	91,202	148	81,213	60	34,500	**	**	**	**
CB Radios, Total	**2,184**	**166,636**	**1,997**	**152,553**	**1,884**	**145,458**	**1,729**	**134,592**	**1,637**	**125,834**
Base Stations	131	12,821	131	12,821	140	13,286	152	14,425	160	16,034
Mobile Units	2,053	153,815	1,866	139,832	1,744	133,173	1,577	120,167	1,477	109,800
Cellular Telephones	**700**	**577,500**	**331**	**509,210**	**265**	**422,675**	**	**	**85**	**161,500**
Radar Detectors	**1,953**	**295,229**	**1,834**	**277,240**	**1,688**	**262,837**	**1,227**	**186,786**	**942**	**136,967**

*Category not broken out separately **Category not reported †All units include stereo radio ‡Includes changer ††Excludes personal headphone type

CONSUMER ELECTRONICS

5 YEAR TABLES

Products	1988 Number Shipped (000)	1988 Retail Value ($000)	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)
HOME OFFICE										
Calculators, Total	33,891	$ 853,184	33,827	$ 837,533	31,318	$ 727,258	33,166	$ 930,499	31,400	$ 945,726
Hand-Held	27,424	315,824	27,424	315,824	25,750	283,250	27,825	465,512	26,500	471,700
Desk-Top	6,467	537,360	6,403	521,709	5,568	444,008	5,341	464,987	4,900	474,026
Electronic Typewriters	2,481	537,396	2,186	484,141	2,038	446,213	850	185,300	650	154,050
Facsimile Machines	900	1,335,000	525	1,335,000	181	583,725	**	**	**	**
Personal Computers	4,192	3,809,881	3,598	3,312,940	3,075	2,982,750	4,025	**	5,000	**
Personal Copiers	n/a	n/a	291	257,713	269	238,623	**	**	**	**
Printers	1,790	1,184,821	1,599	1,039,317	1,568	1,071,461	**	**	**	**
SATELLITE EARTH STATIONS										
Complete TVRO Systems	277	$ 624,113	252	$ 507,822	255	$ 512,952	630	$1,386,000	450	$1,309,500
SOFTWARE										
AUDIO										
Blank Audiocassettes	349,517	$ 634,263	327,570	$ 581,893	268,500	$ 451,080	266,168	$ 569,600	260,969	$ 584,571
COMPUTER										
Blank Floppy Disks	651,757	878,421	545,403	763,844	425,000	680,000	205,063	**	241,250	**
Home Computer Software	25,843	685,188	20,674	527,068	18,175	494,667	**	**	**	**
VIDEO										
Blank Videotape, Total	300,502	1,151,013	280,551	1,075,225	276,438	1,160,566	156,088	1,132,481	98,353	924,891
Beta	28,097	104,120	29,576	100,115	34,795	145,095	27,897	209,506	25,392	224,465
VHS	270,680	1,025,407	249,475	958,324	240,643	1,003,481	128,191	922,975	72,961	700,426
8mm	1,725	21,486	1,500	16,786	1,000	11,990	**	**	**	**
Prerecorded Videotape, Total	84,641	2,905,798	69,183	2,417,110	65,441	2,415,718	43,100	1,913,259	19,690	962,970
Beta	4,162	132,964	5,947	196,983	6,707	246,229	7,430	300,618	4,922	221,224
VHS	79,944	2,763,535	62,701	2,210,828	58,234	2,160,489	35,370	1,612,641	14,768	741,746
8mm	535	9,299	535	9,299	500	9,000	**	**	**	**
Videodiscs	1,758	56,601	1,172	37,734	10,040	325,999	7,200	**	6,000	**
SPECIALTY RADIOS										
Specialty Radios, Total	8,383	$ 489,130	8,408	$ 490,220	8,154	$ 476,989	8,166	**	8,279	**
Multi-Band	6,300	233,289	6,313	233,771	6,129	226,962	6,191	**	6,402	**
Weather-Band	1,103	38,223	1,114	38,609	1,082	37,852	1,055	**	1,066	**
Scanners	980	217,618	981	217,840	943	212,175	920	**	811	**
TELEPHONE EQUIPMENT										
Corded Telephones	20,805	$ 808,439	21,900	$ 839,500	23,768	$1,006,083	22,403	$ 982,670	22,930	$ 894,437
Cordless Telephones	6,257	527,944	5,450	455,124	4,279	410,337	4,076	380,046	5,500	598,400
Telephone Answering Equipment, Total	8,007	703,593	7,332	654,278	4,856	535,020	3,306	371,165	2,628	298,015
Telephone Answering Devices	5,500	410,688	5,032	383,821	3,584	370,555	3,306	371,165	2,628	298,015
Integrated Systems	2,507	292,905	2,300	270,457	1,272	164,465	*	*	*	*
VIDEO										
B&W TV	2,738	$ 266,947	3,506	$ 339,627	3,730	$ 363,626	3,745	$ 367,497	5,068	$ 518,048
Camcorders	2,108	2,082,198	1,600	1,674,176	1,090	1,213,336	*	**	*	*
Color TV, Total	18,871	7,766,438	18,178	7,563,986	17,455	7,292,694	16,894	7,250,265	15,946	7,296,520
Portable LCD	148	40,448	114	36,050	100	35,000	*	*	*	*
Portable Non-LCD & Table	16,138	5,999,482	15,458	5,791,006	14,652	5,494,313	13,904	5,305,210	12,936	5,239,727
Console & Combo	2,585	1,726,508	2,606	1,736,930	2,703	1,763,381	2,990	1,945,055	3,010	2,056,793
Monitor/Receiver, Color	755	314,108	657	271,955	500	249,500	**	**	**	**
Projection TV	382	667,787	295	657,271	315	663,910	251	436,922	192	345,725
Video Cameras	90	62,277	110	76,885	181	118,284	402	266,309	484	380,347
Video Cassette Players	213	32,200	182	28,000	150	28,250	**	**	**	**
Video Cassette Recorders	10,998	4,348,168	11,700	4,553,055	12,685	5,067,458	11,912	**	7,143	3,443,679
Videodisc Players	164	30,101	142	25,994	125	24,875	179	51,015	188	54,492

*Category not broken out separately **Category not reported †All units include stereo radio ‡Includes changer ††Excludes personal headphone type

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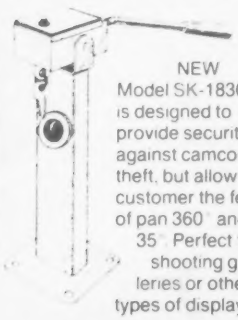

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ELECTRONICS HIGHLIGHTS

AUDIO/HIFI

Hifi component sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	23.8	19.5	+29.3
Audio/Hifi Specialty Store	33.4	34.6	+ 2.2
Catalog Showroom	3.7	4.5	-12.9
Catalog Store/Mail Order	7.1	8.0	- 6.0
Department Store	7.3	9.4	-17.8
Discount Store	4.0	4.4	- 3.7
Electronics Specialty Store	14.5	14.2	+ 8.1
Hifi Salon	4.6	4.2	+16.0
Other	1.6	1.2	+41.2
TOTAL	100.0	100.0	+ 5.9

Based on 12,799,000 units for '88 - 12,085,000 for '87

ELECTRONICS FURNITURE

Electronics furniture sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	13.0	13.0	+ 4.1
Audio/Hifi Specialty Store	4.0	3.5	+19.0
Catalog Showroom	14.0	14.0	+ 4.1
Catalog Store/Mail Order	13.0	13.0	+ 4.1
Department Store	8.0	8.5	- 2.0
Computer Specialty Store	2.5	2.0	+30.2
Discount Store	33.0	33.5	+ 2.6
Electronics Specialty Store	2.0	2.0	+ 4.1
Furniture Store	7.5	7.5	+ 4.1
Video Specialty Store	2.0	2.0	+ 4.1
Other	1.0	1.0	+ 4.1
TOTAL	100.0	100.0	+ 4.1

Based on 7,060,000 units for '88 - 6,779,000 for '87

HOME OFFICE

Electronic Typewriters

Electronic typewriter sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	4.5	4.0	+27.7
Audio/Hifi Specialty Store	3.0	2.5	+36.2
Catalog Showroom	22.0	24.2	+ 3.2
Catalog Store/Mail Order	19.0	16.5	+30.7
Department Store	9.0	7.5	+36.2
Discount Store	20.5	21.2	+ 9.7
Electronics Specialty Store	3.0	4.3	-20.8
Home Shopping Network	2.0	2.0	+13.5
Office Machines Store	8.5	7.3	+32.2
Warehouse/Wholesale Club	8.0	9.5	+ 4.4
Other	0.5	1.0	+43.2
TOTAL	100.0	100.0	+13.5

Based on 2,481,000 units for '88 and 2,186,000 for '87

MOBILE ELECTRONICS

CB Radios

CB radio sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Automotive Supply Store	4.0	7.0	-37.5
Catalog Showroom	6.5	15.0	-52.6
Catalog Store/Mail Order	4.0	9.0	-51.4
CB Specialty Store	38.5	12.0	+250.9
Department Store	2.5	3.0	- 8.9
Discount Store	6.0	10.0	-34.4
Electronics Specialty Store	17.0	17.5	+ 6.2
Home Shopping Network	3.0	5.0	-34.4
Membership Warehouse Club	4.0	8.5	-48.5
Non-Membership Wholesale Club	1.5	3.5	-53.1
Truck Stop	12.5	9.0	+51.9
Other	0.5	0.5	+ 9.4
TOTAL	100.0	100.0	+ 9.4

Based on 2,184,000 units for '88 and 1,997,000 for '87

Auto Security Systems

Auto security system sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Automotive Supply Store	11.0	9.0	+56.8
Catalog Showroom	2.3	4.0	-26.2
Catalog Store/Mail Order	7.0	5.7	+57.6
Discount Store	5.3	4.3	+58.2
Electronics Specialty Store	6.3	8.7	- 7.1
Membership Warehouse Club	6.4	3.3	+148.9
New Car Dealer	20.0	14.7	+74.6
Non-Membership Wholesale Club	1.0	1.3	- 1.3
Security System Specialist	35.0	45.0	- 0.2
Other	5.7	4.0	+82.8
TOTAL	100.0	100.0	+28.3

Based on 1,759,000 units for '88 and 1,371,000 for '87

Autosound

Autosound aftermarket sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	4.5	3.4	+41.2
Audio/Hifi Specialty Store	10.7	10.0	+14.1
Automotive Chain Store	15.3	18.0	- 9.3
Car Stereo Specialist	33.7	35.2	+ 2.1
Catalog Showroom	1.8	2.0	- 4.0
Catalog Store/Mail Order	1.8	1.6	+20.0
Department Store	1.8	1.6	+20.0
Discount Store	8.7	10.0	- 7.2
Electronics Specialty Store	14.7	13.6	+15.3
New Car Dealer	4.8	1.8	+184.4
Warehouse/Wholesale Club	1.2	1.9	-32.6
Other	1.0	0.9	+18.5
TOTAL	100.0	100.0	+ 6.7

Based on 24,511,000 units for '88 and 22,981,000 for '87

Autosound shipments by price range

	% of shipments		% change in units shipped
	1988	1987	1988/87
Under $50	4.0	4.4	– 3.0
$50—$89	7.0	6.4	+16.7
$90—$129	36.3	36.4	+ 6.4
$130—$179	28.7	28.6	+ 7.0
$180—$249	12.3	13.2	– 0.6
$250—$349	7.3	7.8	– 0.2
$350 and up	4.4	3.2	+46.7
TOTAL	100.0	100.0	+ 6.7

Based on 24,511,000 units for '88 and 22,981,000 for '87

Radar Detectors

Radar detector sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	8.5	8.0	+13.1
Automotive Supply Store	9.5	10.3	– 1.8
Catalog Showroom	10.0	11.7	– 9.0
Catalog Store/Mail Order	11.0	14.0	–16.3
CB Specialty Store	6.0	3.7	+72.7
Department Store	4.5	4.7	+ 1.9
Discount Store	14.0	12.0	+24.2
Electronics Specialty Store	10.0	9.6	+10.9
Home Shopping Network	4.0	5.0	–14.8
Membership Warehouse Club	3.0	3.7	–13.7
Non-Membership Wholesale Club	3.0	3.7	–13.7
Truck Stop	12.0	12.0	+ 6.5
Other	4.5	1.6	+199.5
TOTAL	100.0	100.0	+ 6.5

Based on 1,953,000 units for '88 and 1,834,000 for '87

SATELLITE EARTH STATIONS

Complete TVRO system sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	4.3	4.7	+ 0.6
Discount Store	2.0	1.7	+29.4
Electronics Specialty Store	4.7	3.7	+39.7
Specialty Satellite Earth Station Dealer	81.3	85.6	+ 4.4
Other	7.7	4.3	+96.8
TOTAL	100.0	100.0	+ 9.9

Based on 277,000 units for '88 and 252,000 for '87

SOFTWARE

Audio

Blank audiocassette sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	5.3	5.5	+ 2.8
Audio/Hifi Specialty Store	6.0	7.0	– 8.5
Camera Store	1.0	0.7	+52.4
Catalog Showroom	3.0	2.0	+60.0
Catalog Store/Mail Order	2.0	2.0	+ 6.7
Department Store	4.0	4.0	+ 6.7
Discount Store	35.4	36.5	+ 3.5
Drug Store	7.7	7.5	+ 9.5
Electronics Specialty Store	6.0	6.5	– 1.5
Grocery Supermarket	4.3	3.8	+20.7
Record Store	11.3	11.5	+ 4.8
Warehouse/Wholesale Club	7.3	5.0	+55.8
Other	6.7	8.0	–10.6
TOTAL	100.0	100.0	+ 6.7

Based on 349,517,000 units for '88 and 327,570,000 for '87

Video

Blank videotape sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	5.0	6.0	–10.7
Audio/Hifi Specialty Store	6.0	6.0	+ 7.1
Camera Store	4.0	3.0	+42.8
Catalog Showroom	1.5	2.5	–35.7
Catalog Store/Mail Order	3.0	2.7	+19.0
Convenience Store	1.5	0.5	+221.3
Department Store	3.5	5.0	–25.0
Discount Store	44.5	43.5	+ 9.6
Drug Store	6.5	7.0	– 0.5
Film Processors	1.5	0.5	+221.3
Grocery Supermarket	7.0	7.0	+ 7.1
Prerecorded Video Specialist	7.5	5.0	+60.7
Record Store	3.0	3.8	–15.4
Warehouse/Wholesale Club	3.5	4.5	–16.7
Other	2.0	3.0	–28.6
TOTAL	100.0	100.0	+ 7.1

Based on 300,502,000 units for '88 and 280,551,000 for '87

Blank VHS videotape shipments by grade

	% of shipments		% change in units shipped
	1988	1987	1988/87
Standard	89.5	87.5	+11.0
High Grade	10.5	12.5	– 8.9
TOTAL	100.0	100.0	+ 8.5

Based on 270,680,000 units for '88 and 249,475,000 for '87

Prerecorded videotape sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	2.0	2.7	– 9.4
Audio/Hifi Specialty Store	2.5	2.0	+52.9
Bookstore	5.5	6.0	+12.1
Camera Store	1.0	1.0	+22.3
Catalog Showroom	1.0	1.0	+22.3
Catalog Store/Mail Order	7.0	7.3	+17.3
Convenience Store	1.5	2.7	–32.0
Department Store	2.0	3.3	–25.9
Discount Store	26.5	19.0	+70.6
Drug Store	4.0	3.7	+32.3
Grocery Supermarket	5.5	3.7	+81.9
Record Store	8.5	7.3	+42.5
Video Specialty Store (VSDA)	33.0	40.3	+ 0.2
TOTAL	100.0	100.0	+22.3

Based on 84,641,000 units for '88 and 69,183,000 for '87

TELEPHONE EQUIPMENT

Telephone sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	6.7	6.0	+10.5
Audio/Hifi Specialty Store	2.5	3.5	–29.3
Catalog Showroom	10.8	13.1	–18.4
Catalog Store/Mail Order	10.2	10.7	– 5.7
Department Store	10.2	12.7	–20.5
Discount Store	29.8	22.7	+29.9
Drug Store	1.5	1.4	+ 6.0
Electronics Specialty Store	8.8	10.2	–14.6
Home Shopping Network	2.5	2.6	– 4.9
Phone Specialist	9.8	11.3	–14.2
Warehouse/Wholesale Club	4.0	3.1	+27.7
Other	3.2	2.7	+17.3
TOTAL	100.0	100.0	– 1.1

Based on 27,062,000 units for '88 and 27,350,000 for '87

Telephone answering equipment sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	7.0	3.8	+101.2
Audio/Hifi Specialty Store	3.0	4.8	–31.7
Catalog Showroom	10.8	13.8	–14.5
Catalog Store/Mail Order	9.7	8.7	+21.8
Department Store	12.0	13.3	– 1.5
Discount Store	24.8	20.4	+32.8
Drug Store	1.0	1.0	+ 9.2
Electronics Specialty Store	10.8	12.7	– 7.1
Home Shopping Network	3.0	2.6	+26.0
Office Machines Store	3.0	4.3	–23.8
Phone Specialist	8.2	8.3	+ 7.9
Warehouse/Wholesale Club	4.5	4.0	+22.9
Other	2.2	2.3	– 4.5
TOTAL	100.0	100.0	+ 9.2

Based on 8,007,000 units for '88 and 7,332,000 for '87

VIDEO

Color TV

Color TV sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	35.5	36.6	+ 0.7
Audio/Video Specialty Store	11.6	10.2	+18.1
Catalog Showroom	2.1	2.3	– 5.2
Catalog Store/Mail Order	10.1	10.0	+ 4.9
Department Store	11.4	12.4	– 4.6
Discount Store	16.0	15.2	+ 9.3
Furniture Store	3.9	3.6	+12.5
Membership Warehouse Club	2.5	1.7	+52.7
Non-Membership Wholesale Club	2.1	1.6	+36.3
Video Specialty Store (VSDA)	3.3	3.7	– 7.4
Other	1.5	1.1	–42.3
TOTAL	100.0	100.0	+ 3.8

Based on 18,871,000 units for '88 and 18,178,000 for '87

Color TV shipments by screen size

	% of shipments		% change in units shipped
	1988	1987	1988/87
8 Inch & Under	1.8	1.7	+ 9.9
9-12 Inch	2.8	3.7	–21.4
13-15 Inch	19.4	20.0	+ 0.7
19 Inch	26.4	30.7	–10.7
20 Inch	18.0	13.3	+40.5
21-22 Inch	1.0	1.3	–20.1
25 Inch	12.4	12.3	+ 4.7
26 Inch	7.8	9.0	–10.0
27 Inch	6.8	6.3	+12.1
30-31 Inch	1.9	0.7	+181.8
32 Inch & Over	1.7	1.0	+76.5
TOTAL	100.0	100.0	+ 3.8

Based on 18,871,000 units for '88 and 18,178,000 for '87

Color TV shipments with integral MTS

	% of shipments		% change in units shipped
	1988	1987	1988/87
With Integral MTS	27.3	21.0	+35.0
Without Integral MTS	72.7	79.0	– 4.5
TOTAL	100.0	100.0	+ 3.8

Based on 18,871,000 units for '88 and 18,178,000 for '87

ELECTRONICS HIGHLIGHTS

VIDEO - *Cont'd*

Black & White TV

B&W TV shipments by screen size

	% of shipments		% change in units shipped
	1988	1987	1988/87
4.5 Inch & Under	20.0	17.3	– 9.7
5 Inch	28.3	30.7	– 28.0
6-9 Inch	5.7	6.0	– 25.8
10 Inch & Over	46.0	46.0	– 21.9
TOTAL	100.0	100.0	– 21.9

Based on 2,738,000 units for '88 and 3,506,000 for '87

B&W TV sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	19.6	21.3	– 28.1
Catalog Showroom	7.4	7.2	– 19.7
Catalog Store/Mail Order	18.9	20.0	– 26.2
Department Store	10.0	11.5	– 32.1
Discount Store	38.1	35.2	– 15.5
Furniture Store	1.1	1.0	– 14.1
Other	4.9	3.8	+ 0.7
TOTAL	100.0	100.0	– 21.9

Based on 2,738,000 units for '88 and 3,506,000 for '87

B&W TV shipments by power source

	% of shipments		% change in units shipped
	1988	1987	1988/87
Battery-Powered	55.00	52.5	– 18.2
Other	45.00	47.5	– 26.0
TOTAL	100.0	100.0	– 21.9

Based on 2,738,000 units for '88 and 3,506,000 for '87

Projection TV

Projection TV sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	37.2	39.5	– 3.6
Audio/Hifi Specialty Store	13.5	12.5	+ 10.5
Catalog Showroom	1.0	1.0	+ 2.4
Catalog Store/Mail Order	2.5	2.0	+ 28.0
Department Store	12.8	12.5	+ 4.8
Discount Store	1.0	1.0	+ 2.4
Furniture Store	1.0	1.0	+ 2.4
Video Specialty Store	30.5	29.5	+ 5.8
Other	0.5	1.0	– 43.8
TOTAL	100.0	100.0	+ 2.4

Based on 302,000 units for '88 and 295,000 for '87

Video Cassette Recorders

VCR shipments by sound feature

	% of shipments		% change in units shipped
	1988	1987	1988/87
Mono	68.3	62.8	+ 2.2
Stereo	9.0	13.2	– 35.9
Stereo Hifi	8.3	8.7	– 10.3
Hifi	8.7	8.0	+ 2.2
Digital	2.6	3.3	– 25.9
Digital Hifi	3.1	4.0	– 27.1
TOTAL	100.0	100.0	– 6.0

Based on 10,998,000 units for '88 and 11,700,000 for '87

VCR sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	21.3	20.9	– 4.2
Audio/Hifi Specialty Store	17.7	18.1	– 8.1
Catalog Showroom	3.1	3.3	– 11.7
Catalog Store/Mail Order	8.9	8.3	+ 0.8
Department Store	9.3	10.3	– 15.1
Discount Store	16.3	14.6	+ 4.9
Home Shopping Network	2.1	2.1	– 6.0
Video Specialty Store	3.3	10.9	– 71.5
Membership Warehouse Club	2.0	3.1	– 39.4
Non-Membership Wholesale Club	10.0	2.1	+ 347.6
Other	6.0	6.3	– 10.5
TOTAL	100.0	100.0	– 6.0

Based on 10,998,000 units for '88 and 11,700,000 for '87

Camcorders

Camcorder shipments by format

	% of shipments		% change in units shipped
	1988	1987	1988/87
Beta	1.4	4.6	– 59.9
VHS	61.8	58.3	+ 39.7
VHS-C	15.9	19.7	+ 6.3
8mm	20.9	17.4	+ 58.3
TOTAL	100.0	100.0	+ 31.8

Based on 2,108,000 units for '88 and 1,600,000 for '87

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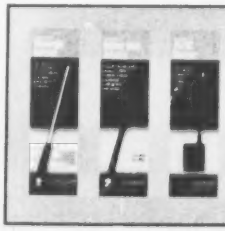

These accessories are also available: Model WTA-1 telescopic antenna, WTA-2 "rubber duck" antenna, and WTA-3 AC/DC charger.

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IMPORTS/EXPORTS

5 YEAR TABLES

HOME ELECTRONICS IMPORTS

Products	1988*** Number Imported (000)	1988*** Value** ($000)	1987 Number Imported (000)	1987 Value** ($000)	1986 Number Imported (000)	1986 Value** ($000)	1985 Number Imported (000)	1985 Value** ($000)	1984 Number Imported (000)	1984 Value** ($000)
VIDEO										
Antennas, TV	5,418	$ 6,408	4,497	$ 5,953	4,412	$ 6,427	6,532	$ 8,525	8,855	$ 12,536
B&W TV (10" & under)	825	38,009	2,168	107,005	2,934	145,794	1,589	85,801	1,431	96,280
B&W TV (11-17")	879	38,570	1,666	70,879	2,332	93,161	2,511	115,292	3,788	170,128
B&W TV (18" & over)	10	2,961	41	8,900	48	11,756	88	14,112	121	16,978
Color TV (10" & under)	520	73,237	838	113,349	616	85,297	740	110,765	566	89,547
Color TV (11-17")	4,156	541,841	4,521	567,498	4,039	510,425	2,776	383,067	3,091	451,155
Color TV (18" & over)	3,114	573,144	4,023	642,334	4,792	780,213	4,630	471,368	2,711	482,038
Videotape Recorders	11,486	2,521,921	13,842	3,026,651	18,216	4,543,425	16,765	4,304,000	9,387	2,862,407
Home Video Camera, B&W	345	68,872	337	77,583	233	77,535	196	52,044	119	38,503
Home Video Camera, Color	178	166,482	152	136,856	327	263,851	690	367,384	730	395,429
Picture Tubes, B&W	502	24,365	427	18,970	573	26,400	648	19,324	435	16,957
Picture Tubes, Color	167	48,684	732	62,449	2,322	105,908	1,711	84,675	793	46,466
AUDIO										
Antennas, CB	1,837	$ 7,264	1,189	$ 6,001	1,019	$ 5,702	696	$ 3,102	632	$ 3,315
Antennas, Radio	13,700	83,279	12,854	66,496	11,563	63,465	9,644	46,182	9,745	52,203
Loudspeakers	131,218	545,300	117,654	487,366	71,165	391,394	64,257	365,889	44,290	278,226
Microphones	11,708	64,472	12,017	45,578	5,924	34,596	2,175	26,925	2,249	25,240
Audio Frequency/Electric Amplifiers	5,446	306,839	5,210	280,119	4,384	248,356	4,519	263,473	3,628	188,879
Headphone/Electric Sound Amplifier Sets	34,256	111,490	42,360	132,293	25,682	104,697	26,395	101,976	30,199	119,357
Auto Transistor Radios	2,928	177,872	2,485	160,342	2,826	183,406	2,941	208,783	539	30,665
Clock Transistor Radios	12,303	118,967	12,271	116,489	13,996	138,661	13,031	156,914	15,571	196,932
AM Transistor Radios (Not Battery-Operated)	547	18,893	465	17,482	532	26,619	695	28,706	867	15,195
AM Transistor Radios (Battery-Operated)	1,674	5,944	2,539	8,146	3,073	10,006	4,854	25,238	5,784	30,328
FM AM/FM Multiband Transistor Radios (Not Battery-Operated)	2,512	234,403	2,858	245,351	2,656	172,715	3,358	190,007	3,007	192,642
FM AM/FM Multiband Transistor Radios (Battery Operated)	17,790	160,086	21,106	196,109	20,199	184,986	22,277	205,154	23,657	230,516
Radio/Phone Combos (including Consoles)	194	29,967	122	20,521	46	7,942	56	3,668	49	2,334
Radio/Phono/Tape Player Combos (Tape Player Trimode)	1,145	52,174	718	41,609	1,132	74,611	1,795	118,272	420	29,611
Automatic Record Changer	28	1,996	16	3,545	15	2,837	285	14,305	175	3,500
Stereo Phonos	29	6,429	86	6,408	51	4,306	354	19,653	247	14,990
Automatic Turntables	2,002	71,216	2,066	69,420	1,446	67,176	1,380	74,248	861	48,343
Turntables, Other	485	18,024	860	34,517	1,195	66,747	2,620	233,805	2,002	152,183
Compact Disc Players	4,709	585,023	3,567	445,318	3,266	408,134	*	*	*	*
Transceivers/CB	2,028	65,979	1,392	44,881	1,192	40,507	1,461	48,248	1,151	41,668
Tape Players, Auto	574	30,527	1,313	61,954	2,491	98,290	2,240	64,375	2,632	69,504
Tape Players, Other	6,304	86,709	7,251	93,580	5,038	76,968	5,918	106,134	6,155	112,734
Tape Recorders, Stereo (Cassette/Cartridge)	812	89,675	1,089	113,557	1,289	122,111	2,389	170,406	2,174	169,645
Tape Recorders, Stereo (Open Reel)	30	22,254	23	18,922	28	15,529	54	10,035	46	7,856
Tape Recorders, Mono (Cassette/) Cartridge)	1,021	31,311	696	27,396	574	31,985	1,030	39,918	1,812	63,529
Tape Recorders, Mono (Open Reel)	32	19,911	48	10,475	15	3,953	18	4,999	23	10,311
Tape Recorders, Battery (Cassette/Cartridge)	5,507	151,189	4,552	126,468	2,756	94,484	2,750	111,277	3,891	133,474
Tape Recorders, Battery (Open Reel)	79	18,412	47	23,769	52	22,406	74	20,161	56	16,490
Radio-Tape Recorder Combos	9,976	312,223	10,881	322,677	9,539	327,337	17,393	704,773	15,474	680,987
Radio-Tape Player Combos	33,957	1,699,197	32,502	1,533,559	25,079	1,342,462	25,909	1,346,305	20,414	1,029,316

HOME ELECTRONICS EXPORTS

Products	1988*** Number Exported (000)	1988*** Value ($000)	1987 Number Exported (000)	1987 Value ($000)	1986 Number Exported (000)	1986 Value ($000)	1985 Number Exported (000)	1985 Value ($000)	1984 Number Exported (000)	1984 Value ($000)
Radios	2,747	$ 149,079	2,135	$ 123,871	1,562	$ 96,239	1,251	$ 84,867	1,300	$ 106,953
Tape Recorders & Players	173	25,398	140	15,342	91	10,691	42	11,375	52	10,835
TV, B&W	135	13,667	96	12,335	77	10,947	115	12,700	79	8,044
TV, Color	1,125	341,843	490	155,795	357	116,955	273	88,003	267	92,632
TV Chassis & Kits	3,323	101,541	2,727	79,858	3,198	85,053	3,037	85,466	3,556	95,539

* Not broken out separately ** Dollars paid by importers excluding duty, freight, insurance, etc.
*** 1988 totals are projected figures based on nine-month totals

SOURCE: U.S. Dept. of Commerce Bureau of the Census

HOME OFFICE

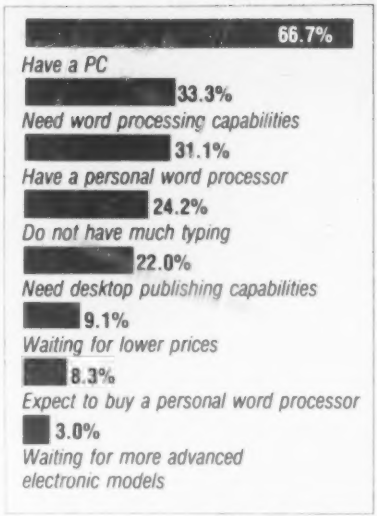
RETAILING

Electronic Typewriter Market to Polarize

THE demand for electronic typewriters is becoming more polarized as consumers opt for basic or high-end machines, according to a report by Venture Development Corp.

According to the report—The U.S. Market For Consumer and Office Electronic Typewriters Into the 1990s: Can It Withstand the Threat of Personal Word Processors and Personal Computers—office equipment dealers will be an even stronger purchase outlet in the future than in the past. However, significantly more business electronic typewriter end users will be purchasing based on low price from warehouse clubs and mail-order catalogs.

The research analysts expect office electronic typewriter sales to increase by only 1.5 percent each year between 1988 and 1993, from 1.3 million to 1.4 million units in 1993. Despite these low growth figures, the increase in demand for more memory and high-end CRT displays will maintain revenues. Office electronic typewriters will bring in more than 62 percent of total industry revenues over the next five years.



Business owner reasons for not purchasing additional electronic typewriters.

Analysts assert that electronic typewriters must approach personal word processors or personal computers in functionality to maintain usage in the office and compete with other text processing machines on dealers' shelves.

The analysts warn vendors to position office electronic typewriters as distinctly different machines—as being more economical, easier to learn and operate and able to produce better quality print than personal computers and personal word processors.

Women at Front of HO Trend

NEW data on the ever-changing home office market is showing a gender shift as the number of women working from home increased to outnumber their male counterparts.

Sharp Electronics recently released a study that shows the change in the market:

- Of the current 25 million home-office workers, 51 percent are female and 49 percent are male (1988 figures). In 1987, 52 percent were male and 48 percent were female.
- There has been a 3 percent growth in women home-office workers within the past year.
- 12.7 million women comprise the home-office market.
- 48.5 percent of the 12.7 million women are self-employed. Almost half of all women home-office workers are working on their own.

Respondents cited the following factors behind their reasons for working at home:

- Convenience.
- More time for children and family.
- Added flexibility.
- More control over business and personal lives.
- Have reached an "invisible ceiling" where they believe they cannot move any higher in corporate positions.

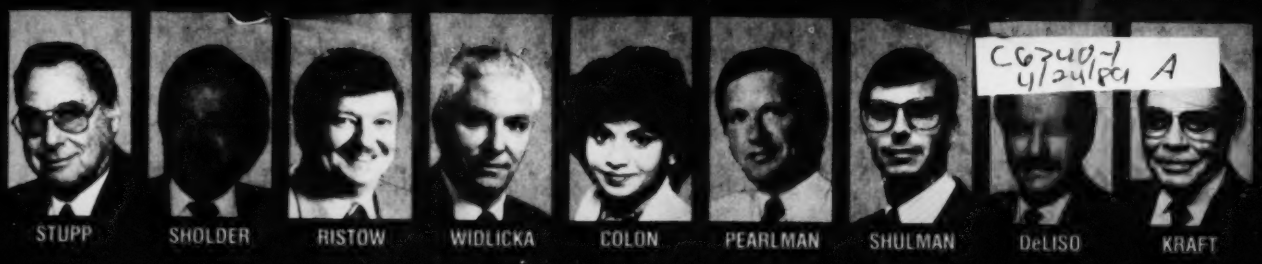
Culinary Incentive for Dealers

OKIDATA and Microamerica are offering a restaurant certificate incentive through American Express for dealers purchasing Okidata Microline printers from Microamerica.

Dealers purchasing the printers will receive an American Express Be My Guest Restaurant Certificate worth up to $30. The certificates can be redeemed anywhere the American Express Card is accepted.

Purchasers can buy as many printers as they wish as often as they like and receive the certificates through the end of March.

Be My Guest restaurant certificates



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VBPA

Funding Source of Last Resort?

HEARD of the Defense Advanced Research Projects Agency (DARPA)? No? Don't worry, you will. This small arm of the U.S. Department of Defense is rapidly becoming the U.S. answer to Japan's MITI in providing funds to companies and academia to help develop projects such as High Definition Television ($30 million is earmarked for high-resolution TV displays technology) and Sematech, a semiconductor industry consortium designed to make U.S. companies more competitive with their Japanese counterparts (budget: $100 million).

DARPA was in the news recently when the newly formed AT&T-Zenith partnership reported they had submitted a proposal to the agency for HDTV funding. Interestingly, the next day Sony Corp. of America announced that it, too, had submitted a bid to DARPA for an HDTV development grant (one of 80 bids received to date by the Pentagon). The Sony move is bound to trigger debate over whether the U.S. government should provide financing for research efforts of foreign-owned companies.

Why is the Pentagon interested in HDTV? In part because the technology can be used to improve radar displays and has other defense-oriented applications. Beyond that, however, there is growing sentiment in Washington to try to counteract the more than $500 million estimated to have been spent by Japanese electronics companies on HDTV, and ensure that U.S. owned manufacturers are not shut out of a market estimated to generate $50 billion in annual revenues by the year 2000.

Many Thanks. . .

TO the manufacturers and suppliers of consumer electronics, video software and major appliances who helped us to select the 1989 Pride Award Winners (see articles starting on page 10).

Announcing the 1989 winners is a particularly happy occasion because in this day of computer clones and look-alike products, DEALERSCOPE was first in this industry to formally recognize retailers who demonstrate singular merit: Our Pride Awards program was initiated in 1965, long before me-too versions appeared in other industry trade publications; indeed, before many of these publications existed.

Murray Slovick

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PEOPLE ON THE MOVE: Electronics

BEL-Tronics Limited names **Chris Fuhrmann** VP and general manager.

Fuehrmann

Feola

Changes at Aiwa: **Michael C. Feola** is promoted to general manager, sales administration; **James W. Levander** is appointed national sales manager, special markets; and **Stephen D. Pease** becomes car audio product manager.

Erol's names **Troy Cooper** VP of operations.

Toshiba appoints **Richard Heckelmann** assistant marketing manager, sound products, for its consumer products business sector. **Mark Kapnick** becomes product manager, car audio for CPIS.

Thomas C. John is named national sales manager, direct markets for OKI Telecom.

Commodore appoints **Mehdi Ali** president.

Robert O'Connor joins Advent as director of sales.

SelecTronics names **Patricia J. Vizina** director of marketing.

At Franklin Computer **Lisa Goorfin** is promoted to director of marketing and **Mary Beyrent** advances to manager of sales coordination. **Marc E. Jaffe** is appointed executive VP, Database Acquisition and Development Group.

Inoue

Jaffe

Osamu "Sam" Inoue is named executive VP of Fuji Photo Film U.S.A.

David Bixler is named senior VP, acquisitions and productions at Vidmark.

Bush Industries names **Stuart Oram** national sales manager.

Oram

Gollup

David Gollup is named director of Ricoh's Portable Digital Information Systems Line.

Rabbit Systems appoints **George Hoefer** president and chief operating officer and **Ed Krakauer** chairman.

Brian Klosterman is named TV marketing director, Sony Consumer Display Products.

First Run Video appoints **Norman B. Smith** VP, director of sales.

Gary Needle is promoted to executive VP at Vid-America.

Virgin Vision promotes **Vickie Barber** to VP of sales.

Rick Buehler is named LaserDisc Corp. of America sales director.

NISSEI appoints **John Haggerty** VP of marketing.

Los Angeles Cellular Telephone Co. appoints **David T. Stevens** VP, sales and marketing.

Konami appoints **Kay Wolf Jones** marketing coordinator, consumer products division.

Jeff Baker is promoted to senior VP, theatrical acquisitions and licensing for GoodTimes Home Video.

Baker

Wiemeyer

At Media Home Entertainment: **Joe Wiemeyer** is named VP, marketing; **David Cline** is appointed VP, sell-through sales and **Alan Randal** becomes VP, premium and special market sales. ■

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
January 1989 vs. January 1988
(In Units)

	January 1989	January 1988	Percent Change	Year-to-date 1989	Year-to-date 1988	Percent Change
TELEVISION						
Color TV*	1,381,992	1,221,726	+13.1	1,381,992	1,221,726	+13.1
Projection TV	14,031	21,830	-35.7	14,031	21,830	-35.7
Home VCR	592,949	820,063	-27.7	592,949	820,063	-27.7
Camcorders**	94,523	81,294	+16.3	94,523	81,294	+16.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television

**Included in Home VCR

Source: Electronic Industries Association Consumer Electronics Group.

Circle 21 on Info Card▸

Statistical & Marketing Report

THE DEALERSCOPE MERCHANDISING Statistical and Marketing Report has been organized into data on consumer electronics and major appliances, plus a market profile. This second and final part of the report contains five-year and one-year tables for major appliances.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1988.

In mailed questionnaires and telephone interviews, survey participants were asked to give their best estimates of the percentage change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1988 vs. 1987. Where a potential respondent disagreed with the 1987 estimate (published in the April 1988 issue), the respondent was asked for a "corrected" figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the United States.

Readers are cautioned that all information published in the 67th annual report is based on consensus rather than census. The questions did not ask for the annual changes in their own companies' shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed in percentage for the industry, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided their help.

Statistical Report prepared by Napco Research Dept.:
Tery Moran-Lever
Joan Harrison
Navaz Mehta

MAJOR APPLIANCES

5 YEAR TABLES

Products	1988 Number Shipped (000)	1988 Retail Value ($000)	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)
AIR TREATMENT APPLIANCES										
Air Conditioners, Room	**4,379**	**$1,744,416**	**3,659**	**$1,502,900**	**2,765**	**$1,130,238**	**2,900**	**$1,285,860**	**2,929**	**1,293,534**
Dehumidifiers	**673**	**110,150**	**708**	**113,674**	**553**	**90,700**	**586**	**106,265**	**587**	**107,198**
Total Air Treatment	**5,052**	**1,854,566**	**4,367**	**1,616,574**	**3,318**	**1,220,938**	**3,486**	**1,392,125**	**3,516**	**1,400,732**
KITCHEN APPLIANCES										
CLEANUP APPLIANCES										
Dishwashers, Total	**3,887**	**$1,484,341**	**3,974**	**$1,569,043**	**3,874**	**$1,541,546**	**3,512**	**$1,416,284**	**3,428**	**$1,367,743**
Portable	249	102,103	255	106,357	247	104,017	249	106,059	245	102,310
Undercounter & Other	3,638	1,382,238	3,727	1,462,686	3,627	1,437,529	3,263	1,310,225	3,183	1,265,433
Food Waste Disposers	**4,066**	**493,440**	**4,175**	**500,954**	**4,196**	**494,037**	**4,058**	**468,715**	**4,052**	**465,939**
Trash Compactors	**223**	**69,308**	**210**	**64,865**	**187**	**61,193**	**175**	**55,312**	**178**	**55,159**
COOKING APPLIANCES										
Microwave Ovens, Total	**11,708**	**3,039,714**	**12,741**	**3,541,680**	**12,658**	**3,600,951**	**10,633**	**3,468,407**	**9,020**	**3,262,151**
Countertop Only	9,919	2,067,091	11,046	2,600,114	11,010	2,719,784	9,163	2,594,870	7,700	2,422,882
Over-the-Range Only	1,134	433,263	1,028	392,804	1,005	356,123	900	348,345	783	336,807
Combination Units	281	309,990	285	314,711	278	304,657	314	322,885	309	317,496
Microwave/Convection	374	229,370	382	234,051	365	220,387	256	202,307	228	184,966
Ranges, Electric, Total †	**3,435**	**1,574,635**	**3,618**	**1,660,003**	**3,532**	**1,589,181**	**3,218**	**1,517,307**	**3,164**	**1,476,969**
Freestanding †	2,543	1,221,093	2,700	1,296,277	2,701	1,258,521	2,550	1,216,707	2,503	1,182,467
Built-In †	892	353,542	918	363,726	831	330,660	668	300,600	661	294,502
Ranges, Gas, Total	**2,123**	**989,229**	**2,132**	**992,114**	**1,895**	**880,755**	**1,807**	**821,371**	**1,736**	**785,236**
Freestanding †	1,915	863,401	1,928	868,256	1,700	761,628	1,620	710,143	1,536	666,655
High-Oven	91	67,900	91	67,873	90	67,241	86	63,038	93	68,033
Built-In †	117	57,928	113	55,985	105	51,686	101	48,190	107	50,548
Ranges, Smoothtop	**87**	**61,039**	**92**	**63,582**	**91**	**61,432**	**86**	**55,847**	**94**	**60,437**

* Category not broken out separately ** Category not reported † Includes microwave oven combinations †† Microwave oven combinations and smoothtop ranges

Products	1988 Number Shipped (000)	1988 Retail Value ($000)	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)
KITCHEN APPLIANCES/Continued										
REFRIGERATOR/FREEZER										
Freezers (10 cu. ft. & over), Total	1,250	555,144	1,180	526,275	1,154	517,842	1,140	546,095	1,114	544,515
Chest	661	284,373	624	270,831	612	266,173	585	269,311	572	268,697
Upright	589	270,771	556	255,444	542	251,669	555	276,784	542	275,818
Refrigerators (6.5 cu. ft. & over)	6,748	4,703,782	6,724	4,557,928	6,284	4,299,932	5,874	4,121,081	5,731	4,000,754
(- Duplication) ††	(368)	(371,029)	(377)	(378,293)	(369)	(366,089)	(400)	(378,732)	(403)	(377,933)
Total Kitchen Appliances	33,159	12,599,603	34,469	13,098,151	33,452	12,680,780	30,113	12,091,687	28,114	11,640,970
HOME LAUNDRY										
Dryers, Total (25" or more in width)	4,363	$1,536,817	4,421	$1,544,755	4,114	$1,451,821	3,701	$1,325,534	3,484	$1,259,351
Electric	3,342	1,157,567	3,410	1,169,260	3,181	1,103,075	2,871	1,011,080	2,734	972,566
Gas	1,021	379,250	1,011	375,495	933	348,746	830	314,454	750	286,785
Washers (25 in. or more in width)	5,728	2,519,987	5,643	2,479,943	5,430	2,379,887	4,925	2,230,502	4,711	2,154,404
Automatic	5,708	2,514,052	5,610	2,470,813	5,397	2,370,767	4,888	2,220,423	4,673	2,144,206
Wringer & Spinner	20	5,935	33	9,130	33	9,100	37	10,079	38	10,198
Total Home Laundry	10,091	4,056,804	10,064	4,024,698	9,544	3,831,688	8,626	3,556,036	8,195	3,413,755
COMPACT APPLIANCES										
Refrigerators (under 6.5 cu. ft.)	280	$ 83,150	702	$ 144,460	547	$ 136,283	783	$ 167,241	602	$ 126,959
Freezers (under 10 cu. ft.)	688	141,570	252	74,910	243	74,168	237	73,055	247	77,691
Washers (under 25 in. in width)	340	105,600	330	102,525	312	97,042	303	92,236	293	88,310
Dryers (under 25 in. in width)	287	99,648	309	104,893	198	67,408	189	66,394	183	63,649
Total Compact Appliances	1,595	429,968	1,593	426,788	1,400	374,901	1,512	398,926	1,325	355,709

* Category not broken out separately ** Category not reported † Includes microwave oven combinations †† Microwave oven combinations and smoothtop ranges

IMPORTS/EXPORTS

Products	1988 Number Shipped (000)	1988 Retail Value ($000)	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)
MAJOR APPLIANCE IMPORTS										
Freezers	181	$ 46,652	172	$ 44,427	158	$ 42,440	35	$ 4,129	96	$ 21,973
Microwave Ovens	6,619	527,510	8,389	664,334	8,787	769,169	12,681	775,578	4,471	559,142
Refrigerator/Freezer Combination (under 6.5 cu. ft.)	1,270	88,568	1,173	81,492	1,309	69,709	997	61,763	705	50,146
Refrigerator/Freezer Combination (6.5-9.5 cu. ft.)	66	8,892	75	9,935	53	7,653	50	7,174	135	10,424
Refrigerator/Freezer Combination (9.5-13.5 cu. ft.)	99	16,849	146	24,836	148	29,546	142	26,559	217	29,713
Refrigerator/Freezer Combination (13.5 cu. ft. & over)	41	11,385	74	21,487	35	13,632	24	9,887	15	4,672

**Dollars paid by importers excluding duty, freight, insurance, etc. SOURCE: U.S. Dept. of Commerce Bureau of the Census

Products	1988 Number Shipped (000)	1988 Retail Value ($000)	1987 Number Shipped (000)	1987 Retail Value ($000)	1986 Number Shipped (000)	1986 Retail Value ($000)	1985 Number Shipped (000)	1985 Retail Value ($000)	1984 Number Shipped (000)	1984 Retail Value ($000)
MAJOR APPLIANCE EXPORTS										
Dishwashers	69	$ 20,390	58	$ 19,347	38	$13,653	37	$ 12,465	62	$ 15,330
Dryers	111	31,594	66	19,891	55	16,396	45	13,058	53	14,061
Freezers	44	16,068	23	10,152	16	7,982	17	7,544	24	10,657
Microwave Ovens	582	82,651	475	68,508	275	47,212	190	35,193	156	34,782
Ranges, Electric	57	18,787	49	16,756	32	11,034	40	14,719	46	16,233
Refrigerators	805	270,505	349	125,172	121	66,768	102	55,752	148	80,808
Room Air Conditioners	175	129,328	93	34,100	48	17,866	53	20,894	96	35,108
Washers, Automatic	417	124,113	247	77,517	145	46,316	100	31,918	104	31,586
Washers, Other	4	4,823	14	3,743	7	1,892	16	4,167	29	7,521

** Manufacturers' value plus freight and insurance. SOURCE: U.S. Dept. of Commerce Bureau of the Census *** 1988 totals projected based on ten-month figures.

KITCHEN APPLIANCES: COOKING

Microwave Ovens

Microwave oven sales by type of outlet
Based on 11,708,0000 units for '88 & 12,741,000 for '87

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	29.0	26.7	– 0.2
Builder/Contractor	1.0	1.0	– 8.1
Catalog Showroom	3.2	3.8	– 22.6
Catalog Store	29.8	32.3	– 15.2
Department Store	6.5	4.7	+ 27.1
Discount Store	17.3	14.2	+ 12.0
Furniture Store	1.5	1.7	– 18.9
Home Improvement Center	1.0	1.0	– 8.1
Kitchen Remodeler	1.0	1.0	– 8.1
Microwave Specialty Store	1.2	2.0	– 44.9
Warehouse Club/ Wholesale Club	4.0	3.6	– 2.1
Other	4.5	8.0	– 48.3
TOTAL	100.0	100.0	– 8.1

Microwave/convection oven shipments by type of unit
Based on 374,000 units for '88 and 382,000 for '87

	% of shipments		% change in units shipped
	1988	1987	1988/87
Countertop	89.5	86.7	+ 1.1
Full Range Size	10.5	13.3	– 22.7
TOTAL	100.0	100.0	– 2.1

Countertop microwave oven shipments by retail $ range
Based on 9,919,000 units for '88 & 11,046,000 for '87

	% of shipments		% change in units shipped
	1988	1987	1988/87
Under $200	60.7	54.0	+ 0.9
$200-$249	14.7	16.3	– 19.0
$250-$299	9.7	10.7	– 18.6
$300-$349	5.7	6.7	– 23.6
$350-$399	4.3	6.7	– 42.4
$400-$499	3.3	3.6	– 17.7
Over $500	1.6	2.0	– 28.2
TOTAL	100.0	100.0	– 10.2

Countertop microwave oven shipments by size range
Based on 9,919,000 units for '88 and 11,046,000 for '87

	% of shipments		% change in units shipped
	1988	1987	1988/87
Less than 0.5 cu. ft.	19.3	21.0	– 17.5
0.5-0.7 cu. ft.	24.0	20.7	+ 4.1
0.8-1.0 cu. ft.	25.3	22.0	+ 3.3
1.1-1.3 cu. ft.	22.7	25.7	– 20.7
1.4 cu. ft. & Over	8.7	10.6	– 26.3
TOTAL	100.0	100.0	– 10.2

Electric Ranges

Based on 3,435,000 units for '88 and 3,618,000 for '87
Electric range shipments by installation type

	% of shipments		% change in units shipped
	1988	1987	1988/87
Freestanding	66.7	69.8	– 9.3
Slide-In	3.7	4.7	– 25.3
Drop-In	5.3	6.7	– 24.9
Cooktop	13.0	10.0	+ 23.4
Built-In Wall Oven	11.3	8.8	+ 21.9
TOTAL	100.0	100.0	– 5.1

Electric range shipments by cleaning system

	% of shipments		% change in units shipped
	1988	1987	1988/87
With Self-Cleaning Ovens	57.0	53.0	+ 2.1
With Continuous-Clean Ovens	8.0	10.8	– 29.7
Without Cleaning Systems	35.0	36.2	– 8.2
TOTAL	100.0	100.0	– 5.1

Electric range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1988	1987	1988/87
Accept Options	11.0	9.8	+ 6.6
Do Not Accept Options	89.0	90.2	– 6.3
TOTAL	100.0	100.0	– 5.1

Electric range shipments with double oven

	% of shipments		% change in units shipped
	1988	1987	1988/87
Double-Oven	9.7	14.3	– 35.6
Other	90.3	85.7	0.0
TOTAL	100.0	100.0	– 5.1

Electric range shipments by size

	% of shipments		% change in units shipped
	1988	1987	1988/87
24-Inch & Under	6.7	3.7	+ 71.9
30-Inch	90.6	92.9	– 7.4
36-Inch	1.7	2.4	– 32.7
40-Inch	1.0	1.0	– 5.1
TOTAL	100.0	100.0	– 5.1

Electric range shipments by color

	% of shipments		% change in units shipped
	1988	1987	1988/87
Almond	57.0	54.7	– 1.1
Black	5.0	4.4	+ 7.9
Harvest Gold	1.7	3.7	– 56.4
Metallics	6.7	8.7	– 26.9
White	29.0	26.9	+ 2.4
Other	0.6	1.6	– 64.4
TOTAL	100.0	100.0	– 5.1

Electric range sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	43.0	40.0	+ 2.1
Builder/Contractor	11.0	12.0	– 13.0
Catalog Showroom	1.0	0.7	+ 35.6
Catalog Store	18.0	14.7	+ 16.3
Department Store	1.5	1.3	+ 9.6
Discount Store	3.0	2.3	+ 23.8
Furniture Store	4.0	2.7	+ 40.6
Home Improvement Center	2.0	2.0	– 5.1
Kitchen Remodeler	10.0	18.3	– 48.1
Other	6.5	6.0	+ 2.9
TOTAL	100.0	100.0	– 5.1

Gas Ranges

Based on 2,123,000 units for '88 and 2,132,000 for '87
Gas range shipments by cleaning system

	% of shipments		% change in units shipped
	1988	1987	1988/87
With Self-Cleaning Ovens	27.0	16.3	+ 64.9
With Continuous-Clean Ovens	22.0	24.0	– 8.7
Without Cleaning Systems	51.0	59.7	– 14.9
TOTAL	100.0	100.0	– 0.4

Gas range shipments which accept options (i.e. grills, deep fat fryers, rotisseries)

	% of shipments		% change in units shipped
	1988	1987	1988/87
Accept Options	4.5	4.0	+ 12.0
Do Not Accept Options	95.5	96.0	– 0.9
TOTAL	100.0	100.0	– 0.4

Gas range shipments with double oven

	% of shipments		% change in units shipped
	1988	1987	1988/87
Double Oven	7.7	11.5	– 33.3
Other	92.3	88.5	+ 3.9
TOTAL	100.0	100.0	– 0.4

Gas range shipments by size

	% of shipments		% change in units shipped
	1988	1987	1988/87
24-Inch & Under	8.7	8.0	+ 8.3
30-Inch	86.3	83.7	+ 2.7
36-Inch	3.7	4.7	– 21.6
40-Inch	1.3	3.6	– 64.0
TOTAL	100.0	100.0	– 0.4

Gas range shipments by color

	% of shipments		% change in units shipped
	1988	1987	1988/87
Almond	56.4	54.7	+ 2.7
Black	3.3	4.4	– 25.3
Harvest Gold	2.3	3.7	– 38.1
Metallics	5.0	8.7	– 42.8
White	32.0	26.9	+ 18.5
Other	1.0	1.6	– 37.8
TOTAL	100.0	100.0	– 0.4

Gas range sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	36.5	33.5	+ 8.5
Builder/Contractor	9.0	8.5	+ 5.4
Catalog Showroom	1.0	2.0	– 50.2
Catalog Store	27.5	29.0	– 5.6
Department Store	1.5	1.3	+ 14.9
Discount Store	7.0	7.7	– 9.5
Furniture Store	5.0	4.0	+ 24.5
Gas Utility/LP Chain	6.5	7.0	– 7.5
Home Improvement Center	2.0	2.0	– 0.4
Kitchen Remodeler	3.0	4.0	– 25.3
Other	1.0	1.0	– 0.4
TOTAL	100.0	100.0	– 0.4

KITCHEN APPLIANCES: REFRIGERATORS/ FREEZERS

Refrigerators

Based on 6,748,000 units for '88 and 6,724,000 for '87
Refrigerator shipments by size

	% of shipments		% change in units shipped
	1988	1987	1988/87
6.5-11 cu. ft.	5.5	6.0	– 8.0
12-13 cu. ft.	5.5	5.0	+ 10.4
14-15 cu. ft.	19.5	20.0	– 2.2
16-17 cu. ft.	19.5	21.5	– 9.0
18-19 cu. ft.	22.5	22.0	+ 2.6
20-21 cu. ft.	11.5	13.0	– 11.2
22 cu. ft. & Over	16.0	12.5	+ 28.5
TOTAL	100.0	100.0	+ 0.4

AIR TREATMENT

Air Conditioners

Based on 4,379,000 units for '88 and 3,659,000 for '87
Room air conditioner shipments by E.E.R. rating

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
High E.E.R. (7.5 & Over)	77.7	75.0	+24.0
Low E.E.R. (Under 7.5)	22.3	25.0	+ 6.8
TOTAL	100.0	100.0	+19.7

Room air conditioner shipments by type of controls

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Electronic Solid-State Controls	11.0	8.7	+51.3
Mechanical Controls	89.0	91.3	+16.7
TOTAL	100.0	100.0	+19.7

Room air conditioner shipments by installation type

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Regular	89.4	87.0	+23.0
Casement	2.8	3.3	+ 1.5
Through-the-Wall	7.8	9.7	– 3.8
TOTAL	100.0	100.0	+19.7

Room air conditioner shipments by size of unit

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Under 7,000 BTUs	37.7	35.7	+26.4
7,000-10,999 BTUs	26.8	28.7	+11.8
11,000-19,999 BTUs	28.2	26.3	+28.3
20,000 BTUs & Over	7.3	9.3	– 6.1
TOTAL	100.0	100.0	+19.7

Room air conditioner shipments by retail price range

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Under $150	3.0	2.7	+ 3.3
$151-$250	22.5	25.0	+ 7.7
$251-$350	28.5	27.7	+23.1
$351-$450	23.0	24.3	+13.3
$451-$550	13.0	11.3	+37.7
$551-$650	6.0	5.0	+43.6
$651-$750	2.0	2.0	+19.7
Over $750	2.0	2.0	+19.7
TOTAL	100.0	100.0	+19.7

Room air conditioner sales by type of outlet

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Appliance/TV Store	36.5	40.7	+ 7.3
Builder/Contractor	3.0	2.3	+56.1
Catalog Showroom	1.5	2.0	–10.2
Catalog Store	23.5	21.3	+32.0
Department Store	5.5	6.0	+ 9.7
Discount Store	20.5	19.7	+24.5
Furniture Store	3.0	1.7	+111.2
Home Improvement Center	4.5	3.7	+45.6
Other	2.0	2.6	– 7.9
TOTAL	100.0	100.0	+19.7

Dehumidifiers

Based on 673,000 units for '88 and 708,000 for '87
Dehumidifier sales by type of outlet

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Appliance/TV Store	32.0	33.0	– 7.8
Builder/Contractor	5.0	3.0	+ 58.4
Catalog Store	26.0	32.0	– 22.8
Department Store	5.0	3.5	+ 35.8
Discount Store	14.5	7.5	+ 83.8
Furniture Store	1.5	4.0	– 64.3
Home Improvement Center	8.0	3.5	+117.3
Warehouse/Wholesale Club	1.5	2.5	– 42.9
Other	6.5	11.0	– 43.8
TOTAL	100.0	100.0	– 4.9

KITCHEN APPLIANCES: CLEANUP

Dishwashers

Based on 3,887,000 units for '88 and 3,974,000 for '87
Dishwasher shipments by color

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Almond	12.0	12.7	– 7.6
Black	1.7	3.0	–44.6
White	6.7	6.8	– 3.6
Multipanel Packages	77.6	75.0	– 1.2
Other	2.0	2.5	–21.8
TOTAL	100.0	100.0	– 2.2

Dishwasher sales by type of outlet

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Appliance/TV Store	31.4	29.3	+ 4.8
Builder/Contractor	20.0	25.3	–22.7
Catalog Showroom	1.0	1.3	–24.8
Catalog Store	25.3	20.7	+19.5
Department Store	1.0	1.0	– 2.2
Discount Store	4.0	3.7	+ 5.7
Furniture Store	1.7	1.3	+27.9
Home Improvement Center	3.0	3.0	– 2.2
Kitchen Remodeler	9.3	11.7	–22.3
Plumbing Contractor	1.0	1.3	–24.8
Other	2.3	1.4	+60.7
TOTAL	100.0	100.0	– 2.2

Dishwasher shipments by type of controls

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Electronic Solid-State	7.8	8.3	– 8.1
Other	92.2	91.7	– 1.7
TOTAL	100.0	100.0	– 2.2

Dishwasher shipments with hot water boosters

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
With Hot Water Booster	65.0	64.0	– 0.7
Without Hot Water Booster	35.0	36.0	– 4.9
TOTAL	100.0	100.0	– 2.2

Dishwasher shipments with drying option

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
With Energy-Saving Drying Option	78.5	82.3	– 6.7
Without Drying Option	21.5	17.7	–18.8
TOTAL	100.0	100.0	– 2.2

Dishwasher shipments with delay start

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
With Delay Start	10.0	9.3	+ 5.2
Without Delay Start	90.0	90.7	– 2.9
TOTAL	100.0	100.0	– 2.2

Built-in dishwasher shipments by retail price range
Based on 3,638,000 units for '88 and 3,727,000 for '87

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Under $250	5.5	6.3	–14.8
$250-$299	15.5	12.3	+23.0
$300-$349	18.0	19.3	– 9.0
$350-$399	20.0	22.0	–11.3
$400-$450	15.0	14.7	– 0.4
Over $450	26.0	25.4	– 0.1
TOTAL	100.0	100.0	– 2.4

Portable dishwasher shipments by retail price range
Based on 249,000 units for '88 and 255,000 for '87

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Under $250	7.5	8.0	– 8.4
$250-$299	10.5	15.7	–34.7
$300-$349	19.0	25.0	–25.8
$350-$399	22.5	22.7	– 3.2
$400-$450	18.0	13.3	+32.1
Over $450	22.5	15.3	+43.6
TOTAL	100.0	100.0	– 2.4

Food Waste Disposers

Based on 4,066,000 units for '88 and 4,175,000 for '87
Food waste disposer sales by type of outlet

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Appliance/TV Store	12.0	13.5	–13.4
Builder/Contractor	17.3	16.5	+ 2.1
Catalog Store	15.0	16.0	– 8.7
Department Store	1.0	1.5	–35.1
Home Improvement Center	23.7	22.5	+ 2.6
Kitchen Remodeler	13.3	12.0	+ 7.9
Plumbing Contractor	16.7	17.0	– 4.3
Other	1.0	1.0	– 2.6
TOTAL	100.0	100.0	– 2.6

Trash Compactors

Based on 223,000 units for '88 and 210,000 for '87
Trash compactor sales by type of outlet

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Appliance/TV Store	25.0	25.5	+ 4.1
Builder/Contractor	21.4	20.5	+10.8
Catalog Showroom	1.0	1.0	+ 6.2
Catalog Store	23.0	22.5	+ 8.6
Department Store	2.3	3.5	–30.2
Discount Store	1.3	1.0	+38.1
Home Improvement Center	4.0	3.5	+21.4
Kitchen Remodeler	22.0	22.5	+ 3.8
TOTAL	100.0	100.0	+ 6.2

Trash compactor shipments by color

	% of shipments 1988	% of shipments 1987	% change in units shipped 1988/87
Almond	25.5	45.0	–39.8
Black	7.0	10.0	–25.7
White	22.0	36.0	–35.1
Multipanel Packages	42.5	—	—
Other	3.0	9.0	–64.6
TOTAL	100.0	100.0	+ 6.2

Refrigerators/Continued

Refrigerator shipments by defrosting system

	% of shipments		% change in units shipped
	1988	1987	1988/87
No-Frost	90.0	87.0	+ 3.8
All Others	10.0	13.0	– 22.8
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments by freezing compartment

	% of shipments		% change in units shipped
	1988	1987	1988/87
Top-Mount	77.5	75.5	+ 3.0
Bottom-Mount	1.5	2.0	– 24.7
Side-by-Side	17.0	17.0	+ 0.4
Single Door	4.0	5.5	– 27.0
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments with energy-saving devices

	% of shipments		% change in units shipped
	1988	1987	1988/87
With Energy-Saving Devices	93.0	93.0	+ 0.4
Without Energy-Saving Devices	7.0	7.0	+ 0.4
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments with automatic ice makers

	% of shipments		% change in units shipped
	1988	1987	1988/87
With Ice Makers	21.0	20.0	+ 5.4
Without Ice Makers	79.0	80.0	– 0.9
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1988	1987	1988/87
Under $300	5.0	5.5	– 8.8
$300-$399	10.5	11.0	– 4.2
$400-$499	12.5	15.5	– 19.1
$500-$649	26.5	25.5	+ 4.3
$650-$799	20.0	19.5	+ 2.9
$800-$1,000	13.5	13.5	+ 0.4
Over $1,000	12.0	9.5	+ 26.8
TOTAL	100.0	100.0	+ 0.4

Refrigerator shipments by color

	% of shipments		% change in units shipped
	1988	1987	1988/87
Almond	62.0	63.5	– 2.0
Harvest Gold	1.5	2.0	– 24.7
White	36.0	33.5	+ 7.8
Other	0.5	1.0	– 49.8
TOTAL	100.0	100.0	+ 0.4

Refrigerator sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	42.5	37.0	+ 15.3
Builder/Contractor	9.0	12.5	– 27.7
Catalog Showroom	1.5	1.0	+ 50.5
Catalog Store	28.5	31.5	– 9.2
Department Store	2.5	3.5	– 28.3
Discount Store	4.0	3.5	+ 14.7
Furniture Store	4.0	3.0	+ 33.8
Home Improvement Center	3.0	4.5	– 33.1
Kitchen Remodeler	2.0	3.0	– 33.1
Other	3.0	0.5	+ 502.1
TOTAL	100.0	100.0	+ 0.4

Freezers

Based on 1,250,000 units for '88 and 1,186,000 for '87
Freezer shipments by size

	% of shipments		% change in units shipped
	1988	1987	1988/87
10-14 cu. ft.	23.0	18.7	+ 30.3
15 cu. ft.	23.0	29.7	– 18.0
16-17 cu. ft.	22.5	18.7	+ 27.5
18-19 cu. ft.	12.5	11.3	+ 17.2
20 cu. ft. & Over	19.0	21.6	– 6.8
TOTAL	100.0	100.0	+ 5.9

Freezer shipments by defrosting system

	% of shipments		% change in units shipped
	1988	1987	1988/87
No-Frost	8.5	6.7	+ 34.4
All Others	91.5	93.3	+ 3.9
TOTAL	100.0	100.0	+ 5.9

Freezer shipments by retail price range

	% of shipments		% change in units shipped
	1988	1987	1988/87
Under $300	33.0	27.3	+ 28.0
$300-$399	31.0	34.7	– 5.4
$400-$499	18.0	21.7	– 12.1
$500-$600	8.0	8.5	– 0.3
Over $600	10.0	7.8	+ 35.8
TOTAL	100.0	100.0	+ 5.9

Freezer shipments by color

	% of shipments		% change in units shipped
	1988	1987	1988/87
Almond	31.5	19.7	+ 69.4
White	68.5	79.3	– 8.5
Other	0.0	1.0	– 100.0
TOTAL	100.0	100.0	+ 5.9

Freezer sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	23.0	20.3	+ 20.0
Catalog Store	51.0	50.7	+ 6.6
Department Store	5.0	6.3	– 15.9
Discount Store	4.0	9.3	– 54.4
Furniture Store	5.0	4.7	+ 12.7
Home Improvement Center	1.0	1.7	– 37.7
Kitchen Remodeler	1.0	0.7	+ 51.3
Other	10.0	6.3	+ 68.1
TOTAL	100.0	100.0	+ 5.9

COMPACT APPLIANCES

Compact Refrigerators

Based on 588,000 units for '88 and 702,000 for '87
Compact refrigerator shipments by retail price range

	% of shipments		% change in units shipped
	1988	1987	1988/87
Under $120	17.0	36.5	– 54.4
$120-$149	39.0	31.5	+ 21.3
$150-$180	30.0	22.0	+ 33.6
Over $180	14.0	10.0	+ 37.2
TOTAL	100.0	100.0	– 2.0

Compact refrigerator shipments by size

	% of shipments		% change in units shipped
	1988	1987	1988/87
2 cu. ft.	18.3	24.5	– 26.8
3 cu. ft.	12.7	10.0	+ 24.5
4.5 cu. ft.	44.3	41.0	+ 5.9
4.6-6.4 cu. ft.	24.7	24.5	– 1.2
TOTAL	100.0	100.0	– 2.0

HOME LAUNDRY APPLIANCES

Washers

Based on 5,728,000 units for '88 and 5,643,000 for '87
Washer shipments by color

	% of shipments		% change in units shipped
	1988	1987	1988/87
Almond	33.0	37.2	– 10.0
Harvest Gold	1.0	1.7	– 40.3
White	65.0	59.6	+ 10.7
Other	1.0	1.5	– 32.3
TOTAL	100.0	100.0	+ 1.5

Washer shipments by retail price range

	% of shipments		% change in units shipped
	1988	1987	1988/87
Under $200	3.0	1.3	+ 134.2
$200-$250	3.0	2.0	+ 52.3
$251-$300	6.0	19.0	– 67.9
$301-$350	16.0	11.7	+ 38.8
$351-$400	23.0	20.0	+ 16.7
$401-$500	32.0	30.7	+ 5.8
Over $500	17.0	15.3	+ 12.8
TOTAL	100.0	100.0	+ 1.5

Washer sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	31.0	34.0	– 7.5
Builder/Contractor	2.0	4.4	– 53.9
Catalog Showroom	1.0	1.0	+ 1.5
Catalog Store	37.0	41.0	– 8.4
Department Store	3.0	6.0	– 49.2
Discount Store	10.0	6.7	+ 51.5
Furniture Store	6.0	2.6	+ 134.2
Other	10.0	4.3	+ 136.1
TOTAL	100.0	100.0	+ 1.5

Dryers

Based on 4,363,000 units for '88 and 4,421,000 for '87
Dryer shipments by type of settings

	% of shipments		% change in units shipped
	1988	1987	1988/87
Automatic Fabric Settings	74.5	76.6	– 4.0
Time-Dry	25.5	23.4	+ 7.5
TOTAL	100.0	100.0	– 1.3

Dryer shipments by color

	% of shipments		% change in units shipped
	1988	1987	1988/87
Almond	36.0	39.0	– 8.9
Harvest Gold	1.0	1.8	– 45.2
White	62.0	57.9	+ 5.7
Other	1.0	1.3	– 24.1
TOTAL	100.0	100.0	– 1.3

Dryer sales by type of outlet

	% of shipments		% change in units shipped
	1988	1987	1988/87
Appliance/TV Store	32.0	33.3	– 5.2
Builder/Contractor	3.0	4.0	– 26.0
Catalog Showroom	1.0	2.0	– 50.7
Catalog Store	39.0	42.3	– 9.0
Department Store	2.0	5.3	– 62.8
Discount Store	11.0	6.7	+ 62.0
Furniture Store	4.0	2.7	+ 46.2
Other	8.0	3.7	+ 113.4
TOTAL	100.0	100.0	– 1.3

MARKET PROFILES

RESIDENTIAL

Third Quarter '88	Number	Percent Change 88/87
SOURCE: Edison Electric Institute (Average Residential Customers for the Total Electric Utility Industry)		
New England	**5,194,202**	**+ 2.3**
Connecticut	1,279,016	+ 2.2
Maine	549,546	+ 3.0
Massachusetts	2,266,813	+ 2.0
New Hampshire	474,661	+ 3.4
Rhode Island	375,369	+ 2.1
Vermont	248,797	+ 2.7
Middle Atlantic	**13,518,064**	**+ 1.4**
New Jersey	2,837,950	+ 1.9
New York	6,151,821	+ 1.2
Pennsylvania	4,528,293	+ 1.5
East North Central	**15,978,439**	**+ 1.2**
Illinois	4,267,574	+ 1.0
Indiana	2,109,466	+ 1.4
Michigan	3,571,269	+ 1.3
Ohio	4,103,352	+ 1.1
Wisconsin	1,926,778	+ 1.3
West North Central	**7,041,482**	**+ 1.3**
Iowa	1,122,308	+ 0.5
Kansas	997,293	+ 0.7
Minnesota	1,697,540	+ 1.8
Missouri	2,051,694	+ 1.7
Nebraska	638,680	+ 0.7
North Dakota	254,501	+ 0.3
South Dakota	279,466	+ 1.1
South Atlantic	**16,972,588**	**+ 2.8**
Delaware	267,580	+ 3.4
District of Columbia	187,209	+ 1.1
Florida	5,342,828	+ 3.7
Georgia	2,510,657	+ 2.2
Maryland	1,642,884	+ 2.9
North Carolina	2,697,353	+ 2.7
South Carolina	1,368,052	+ 2.1
Virginia	2,214,705	+ 2.9
West Virginia	741,318	+ 1.1
East South Central	**5,923,273**	**+ 0.8**
Alabama	1,595,670	+ 1.3
Kentucky	1,446,044	+ 1.4
Mississippi	961,961	+ 0.5
Tennessee	1,919,598	+ 0.0
West South Central	**10,059,334**	**+ 0.8**
Arkansas	982,801	+ 1.8
Louisiana	1,590,778	+ 0.1
Oklahoma	1,325,214	– 0.2
Texas	6,160,541	+ 1.0
Mountain	**5,154,024**	**+ 2.2**
Arizona	1,343,546	+ 3.3
Colorado	1,351,511	+ 0.7
Idaho	388,243	+ 0.8
Montana	350,445	+ 3.4
Nevada	425,011	+ 5.5
New Mexico	555,289	+ 2.2
Utah	541,781	+ 1.2
Wyoming	198,198	+ 0.7
Pacific	**13,371,684**	**+ 2.1**
Alaska	181,093	– 2.6
California	9,981,951	+ 2.5
Hawaii	302,969	+ 2.5
Oregon	1,064,139	– 1.0
Washington	1,841,532	+ 2.5
TOTAL U.S.A.	**93,213,088**	**+ 1.7**

HOUSING PERMITS

Projected from 10 months	Number	Percent Change 88/87
SOURCE: U.S. Department of Commerce (Housing Units Authorized by Building Permits)		
New England	**85,607**	**– 17.2**
Connecticut	19,878	– 25.7
Maine	9,444	– 3.6
Massachusetts	32,440	– 19.7
New Hampshire	12,331	– 15.3
Rhode Island	5,929	– 17.7
Vermont	5,585	+ 21.2
Middle Atlantic	**150,492**	**– 10.7**
New Jersey	45,314	– 11.9
New York	53,908	– 13.3
Pennsylvania	51,270	– 6.5
East North Central	**184,223**	**– 4.8**
Illinois	45,591	– 9.6
Indiana	23,952	– 12.2
Michigan	47,393	– 1.7
Ohio	43,687	– 3.3
Wisconsin	23,600	– 1.9
West North Central	**77,744**	**– 12.4**
Iowa	6,507	+ 12.6
Kansas	9,564	– 18.8
Minnesota	27,101	– 18.8
Missouri	25,567	– 12.1
Nebraska	5,299	+ 8.1
North Dakota	1,927	– 2.2
South Dakota	1,779	– 5.1
South Atlantic	**421,666**	**– 3.9**
Delaware	7,715	+ 9.3
District of Columbia	1,426	+ 19.0
Florida	168,501	– 5.7
Georgia	61,903	– 3.6
Maryland	44,012	+ 7.0
North Carolina	48,617	– 10.4
South Carolina	21,598	– 8.2
Virginia	66,041	– 0.9
West Virginia	1,853	– 0.3
East South Central	**57,849**	**– 10.0**
Alabama	11,817	– 18.6
Kentucky	12,965	– 1.9
Mississippi	6,711	+ 1.2
Tennessee	26,356	– 11.9
West South Central	**55,613**	**– 22.4**
Arkansas	5,957	+ 8.0
Louisiana	7,130	– 16.3
Oklahoma	4,379	– 29.9
Texas	38,147	– 24.4
Mountain	**90,960**	**– 5.3**
Arizona	32,704	– 18.6
Colorado	12,257	– 31.9
Idaho	3,052	– 4.2
Montana	783	– 1.1
Nevada	29,049	+ 77.7
New Mexico	6,544	+ 29.4
Utah	5,809	– 24.2
Wyoming	762	+ 32.1
Pacific	**315,858**	**+ 1.9**
Alaska	831	+ 13.7
California	249,286	– 1.0
Hawaii	7,864	+ 13.8
Oregon	14,502	+ 18.7
Washington	43,375	+ 13.1
TOTAL U.S.A.	**1,440,012**	**– 6.2**

INDUSTRY PERSPECTIVE

WCI Creates Financing Subsidiary

INVENTORY financing for WCI dealers should become much more streamlined with the creation of WCI Acceptance Corp., a wholly owned subsidiary that, according to the company, will offer its brand retailers a consistent and competitive finance program.

"We view this financing service as an added value benefit to our customers," said James Ringler, president of WCI Major Appliance Group. "We will improve overall customer service."

The program began last month in WCI's central region, which includes Ohio, Indiana, Kentucky, West Virginia and parts of Michigan, Pennsylvania and New York. The southeastern region is to follow this month, and nationwide availability is planned by mid-September.

Heading up WCI Acceptance as VP and general manager is Stephen Black, formerly director of operations for the major appliance group. "This is the first time WCI has had a credit organization," said Black. "Since Electrolux bought the WCI appliance division in 1986, there has been a lot of activity in other areas that had a higher priority than financing, but they've been looking at this kind of organization for about a year."

According to the company, the programs will offer extended financing promotions, early-pay discounts, seasonal terms designed to meet peak inventory needs and comprehensive inventory insurance.

"We can turn around credit considerably faster than third-party organizations, which normally take 15 to 20 days," Black noted. "We think we can do it in two to three days, which is a big plus for us. Also, our customers should find it easier to work with the same corporate group that they are buying merchandise from." ■

PEOPLE ON THE MOVE: Major Appliance

Maytag Co. names **Richard J. Haines** executive VP.

Elected to Crosley's new board of directors are: **Steve Demchyk, Buddy Dixson, Bob Gray, Fred Kidd, Jim Levy, Bob Van De Velde, Harry Steller, Don Telaak** and **Charlie Waggoner. Ken Robertson** is appointed director of operations.

Scott Wellington is appointed assistant national marketing manager, home

Haines

Robertson

appliances for Toshiba America.

White Consolidated Industries names **Robin Edman**

Edman

Rozic

VP of industrial design for WCI's North American Industrial Design Center. **Richard M. "Dick" Rozic** becomes VP, Tappan Brand Management.

Vincent J. Guarriello is named special assistant to the president of Welbilt Corp.

Whirlpool nominates **Gerrit Jeelof** as a director of the company's board. As part of the realignment of Whirlpool and Roper brands sales organizations, **Dan Miller** becomes national director, distribution sales. ■

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
January, 1989

	January 1989	January 1988	% Change
ALL MAJOR APPLIANCES**	**4,105.4**	**3,707.8**	**+10.7**
COOKING — TOTAL	**1,443.6**	**1,366.1**	**+ 8.0**
Electric Ranges — Total	244.9	235.4	+ 4.0
Free Standing	193.2	188.1	+ 2.7
Built-In	51.7	47.2	+ 9.5
Gas Ranges — Total	158.4	158.0	+ 0.3
Free Standing	149.8	148.2	+ 1.1
Built-In	8.6	9.8	– 12.2
Microwave Ovens/Ranges***	1,054.3	957.6	+10.1
HOME LAUNDRY — TOTAL	**989.7**	**932.6**	**+ 6.1**
Automatic Washers	553.4	519.4	+ 6.5
Dryers — Total	436.3	413.2	+ 5.6
Electric	339.6	321.2	+ 5.7
Gas	96.6	91.9	+ 5.1
KITCHEN CLEAN UP — TOTAL	**737.0**	**684.1**	**+ 7.7**
Disposers	391.2	361.3	+ 8.3
Dishwashers — Total	326.4	307.1	+ 6.3
Built-In	302.6	282.6	+ 7.1
Portable	23.8	24.5	– 2.9
Compactors	19.4	15.8	+33.8
FOOD PRESERVATION — TOTAL	**559.9**	**537.1**	**+ 4.2**
Refrigerators	466.4	445.9	+ 4.6
Freezers — Total	93.5	91.2	+ 2.5
Chest	49.6	50.0	– 0.8
Upright	43.9	41.2	+ 6.6
HOME COMFORT — TOTAL	**375.2**	**217.8**	**+72.3**
Room Air Conditioners	352.1	199.7	+76.3
Dehumidifiers	23.2	18.1	+28.2

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).

R. DICICCO M. RAVITZ

Dealerscope Merchandising

MAY 1989
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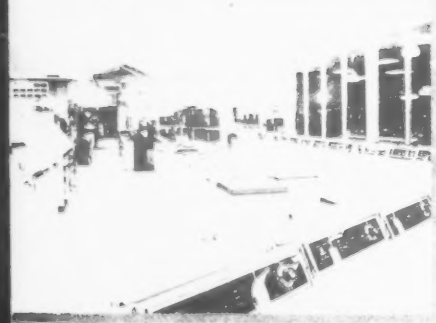
The Marketing Magazine for Consumer Electronics and Major Appliance Retailing



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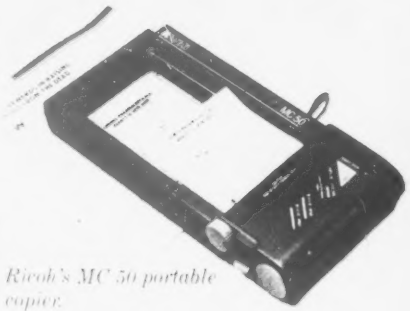
HOME OFFICE

RETAILING

Ricoh Goes Portable

RICOH has small hopes for the future. Small as in portable, that is. The company's new Portable Digital Information System offers copier, facsimile and projection capabilities, and is designed to fit into a briefcase.

"We're not a home-office product or a small-business product per se," said Mitch Ravitz, sales manager for the PDIS division. "We consider this a group of personal productivity tools. We have a much broader range of applications."



Ricoh's MC 50 portable copier.

The heart of the system is the MC 50 copier-scanner. Placed on top of the original, the copier scans the material. Output copy is the same size as the viewing glass: $3\frac{7}{8}$ by $6\frac{1}{2}$ inches.

Ravitz gave two reasons for the small size: "In Japan the Filofax is a big deal," he said. "Everyone carries one. They all make copious notes and this is the right size to copy those notes. The other side is a very practical aspect: If you had a full-sized one you wouldn't be able to put it in your bag. You'd lose the portability."

The MC 50's high-density scanning head incorporates a 768-pixel image sensor and produces copies with a 200 dot-per-inch density and 200-line-per inch horizontal and vertical resolutions. Accepting thermal paper rolls, plain paper or transparent sheets, the unit is powered by either AC, NiCd battery power (included) or 12-volt DC car converter (optional).

The IM-A image controller module is an adjunct to the MC 50. When connected to the copier it can copy halftones with 16-step tonal range from black to white, reduce the original up to 80 percent or enlarge it up to 200 percent, produce mirror images, transform black to white and vice versa, adjust copy density within a three-step range, enlarge or reduce sections of the original and scan data into an IBM compatible computer using a standard RS-232 interface.

A second interface module, the IM-F, turns the MC 50 into a fac-

(Continued on page 53)

Sharp Flexes Fax Muscle

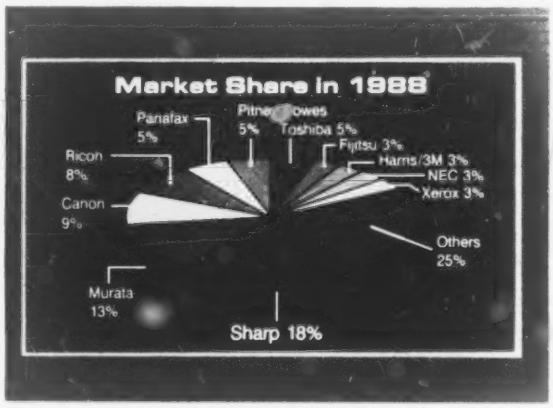
THE fierce competition in the facsimile market may have other manufacturers in a sweat, but Sharp is sitting high and dry at the end of the class. Estimates from CAP International tell the story. With a commanding 18 percent share of the 1988 fax market—up from its industry leading 16.8 percent share in 1987—Sharp can be forgiven for crowing in its new tagline "To Be No. 1 in Fax Two Years in a Row, You Have to Be Sharp."

In announcing the CAP rankings, Facsimile Division general manager Allen Mahmarian noted that his own numbers indicate an even greater edge."By the end of the year," he said, "CAP credited Sharp with a total placement of 204,000 fax units. These numbers are under our actual statistics. In 1988, our actual fax placements were in the range of 240,000 units."

He noted that Sharp's fax growth of 238 percent in 1988 outpaced the industrywide performance of 194 percent. CAP put industrywide shipments for the year at 1.13 million units.

Mahmarian attributed Sharp's success to the many-pronged distribution system it developed after entering the fax field four years ago. "We were the first to develop a nationwide dealer network, initially through our existing copier dealers. While other fax manufacturers focused mainly on direct sales to large corporations, Sharp built a strong relationship."

Mahmarian voiced special praise for the performance of the personal home office electronics division, under general manager Paul Allan. PHOED, formed in 1987 to serve mass merchandise and retail outlets, registered a 400 percent increase in fax sales for 1988, Allan said.



Sharp retains its lead in a crowded field

For 1989, Mahmarian predicted Sharp would hold on to the top spot with projected sales of 350,000 units, out of an industry total of 1.5 million.

PEOPLE ON THE MOVE: Electronics

JVC appoints **Kevin Weinhoeft** as national sales manager, portable audio division, and **Donn Barclay** as national sales and marketing manager for consumer video.

Konica promotes **Dennis Puccio** to marketing services manager.

Mitch Ravitz is appointed sales manager of Ricoh's Portable Digital Information System division.

Ravitz

Stagg

Jackie Stagg is named advertising/marketing coordinator for Academy Entertainment.

Tod Pulsifer is named national supply sales manager for the facsimile products group of Toshiba America. **Kathy Kidd** becomes national merchandising and business planning manager.

Aiwa appoints **Charles Robertello** national service manager.

Robertello

Jacobs

At KVC **Jeff Jacobs** is promoted to VP, sales; **Tim Ackerman** is named to key account marketing; **Jeff Fink** joins the company as key account manager and **Bruce Stickle** becomes a marketing manager.

Michael L. Fisher is appointed president of Dicon Systems.

Bush appoints **Kevin Opferbeck** manager, OEM/contract sales.

Craig Young is appointed national sales manager for Relisys' Telefax System line.

Yorx Electronics promotes **James Mulvehill** to senior VP, sales and marketing.

Code-A-Phone appoints **Alan Elliott** director of field sales for North America.

Magnum Entertainment appoints **Cheryl Gersch** executive VP, sales.

Susie A. Wade of the CES staff has been promoted to manager of special projects, overseeing all aspects of the CES workshop program.

H. Lauren Siegel, formerly of Helix Electronics, joins KLH Electronics as Pres.

Recoton promotes **Peter Dayton** to VP, sales.

Olympus names **Shinei (Steve) Furuta** manager, product planning.

Furuta

Cornelius

At Case Logic, **Pat Stanley** is named national sales manager and **Connie N. Cornelius** becomes director of marketing.

Lechmere names **J. Kent Flummerfelt** president.

Steve Caldero is promoted to national sales manager for concert systems and video products by Yamaha Electronics.

Caldero

Suh

At Goldstar, **Kenn H. Suh** is named senior VP of sales and marketing and **J.B. Kim** becomes VP of marketing.

John Hollands is appointed executive VP of Sony Corp. of America; **John Briesch** becomes president of Sony's consumer products group; **John Bermingham** is promoted to president, domestic sales and marketing, Sony magnetic products group and **Charles Steinberg** becomes president of Sony's business and professional products group. ■

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
February 1989 vs. February 1988
(In Units)

	February 1989	February 1988	Percent Change	Year-to-date 1989	Year-to-date 1988	Percent Change
TELEVISION						
Color TV*	1,614,665	1,336,787	+20.8	2,996,657	2,558,513	+17.1
Projection TV	17,827	16,899	+ 5.5	31,858	38,729	−17.7
Home VCR	657,153	827,664	−20.6	1,250,102	1,647,727	−24.1
Camcorders**	102,589	87,380	+17.4	197,112	168,674	+16.9

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes Projection Television
**Included in Home VCR
Source: Electronic Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE: Major Appliance

Quasar appoints **Mike Nakamura** president and CEO.

William D. Marohn is promoted to executive VP at Whirlpool's North American Appliance Group. **Dennis Finch** is appointed director, sales and distribution services for Whirlpool Appliance Group. **Allan D. Vingelen** is named assistant controller for Whirlpool Corp.

Finch

Marohn

Dacor appoints **Ray S. Arnold** to district manager.

Arnold

Hoppestad

Changes at Speed Queen: **Dale Hoppestad** is promoted to special accounts district manager and **David E. Olson** is promoted to regional sales manager. Recently appointed district sales managers are **Jim Geenen, Kurt Jansen, Bill Beyerle, Tammy S. White** and **Christopher Lawrence**.

Donald L. Luke is elected chairman, president and CEO of Cuisinarts Inc.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
February, 1989

	December			Calendar Year to Date		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	**4,071.8**	**3,905.1**	**+ 4.3**	**8,177.7**	**7,612.9**	**+ 7.4**
COOKING — TOTAL	**1,330.2**	**1,351.8**	**– 1.6**	**2,773.8**	**2,687.9**	**+ 3.2**
Electric Ranges — Total	225.0	243.7	– 7.7	469.9	479.0	– 1.9
Free Standing	174.9	192.5	– 9.1	368.1	380.7	– 3.3
Built-In	50.1	51.1	– 2.0	101.8	98.3	+ 3.6
Gas Ranges — Total	155.6	173.3	– 10.2	314.0	331.3	– 5.2
Free Standing	147.1	164.0	– 10.3	296.9	312.2	– 4.9
Built-In	8.5	9.3	– 8.6	17.2	19.1	– 9.9
Microwave Ovens/Ranges***	963.2	950.0	+ 1.4	2,017.4	1,907.6	+ 5.8
HOME LAUNDRY — TOTAL	**904.0**	**913.0**	**– 1.0**	**1,893.7**	**1,845.6**	**+ 2.6**
Automatic Washers	510.1	519.1	– 1.7	1,063.5	1,038.5	+ 2.4
Dryers — Total	394.0	394.0	0.0	830.2	807.1	+ 2.9
Electric	303.2	305.6	– 0.8	642.8	626.8	+ 2.6
Gas	90.8	88.4	+ 2.7	187.4	180.3	+ 3.9
KITCHEN CLEAN UP — TOTAL	**691.3**	**679.0**	**+ 1.8**	**1,428.3**	**1,363.1**	**+ 4.8**
Disposers	380.3	360.1	+ 5.6	771.5	721.4	+ 6.9
Dishwashers — Total	293.0	298.0	– 1.7	619.3	605.0	+ 2.4
Built-In	274.3	275.0	– 0.3	576.9	557.6	+ 3.5
Portable	18.6	22.9	– 18.8	42.5	47.5	– 10.5
Compactors	18.0	20.9	– 13.9	37.4	36.7	+ 1.9
FOOD PRESERVATION — TOTAL	**554.0**	**566.7**	**– 2.2**	**1,114.5**	**1,103.8**	**+ 1.0**
Refrigerators	460.0	477.4	– 3.6	927.1	923.3	+ 0.4
Freezers — Total	94.0	89.3	+ 5.3	187.4	180.5	+ 3.8
Chest	54.1	48.5	+ 11.5	103.6	98.5	+ 5.2
Upright	39.9	40.8	– 2.2	83.8	82.0	+ 2.2
HOME COMFORT — TOTAL	**592.3**	**394.6**	**+ 50.1**	**967.5**	**612.5**	**+ 58.0**
Room Air Conditioners	546.4	324.1	+ 68.6	898.5	523.8	+ 71.5
Dehumidifiers	45.9	70.5	– 34.9	69.0	88.6	– 22.1

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).

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The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

THE NEW FACE OF ELECTRONICS RETAILING

CES Preview

Dealerscope/AVA TOP TEN

HDTV Update

PROFILE: Office Depot

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BPA

PERISCOPE

Second Marriage

AUDIO and Video are getting married. Again. The first marriage came about when high-fidelity audio joined video in Hi-Fi VCRs and A/V rack systems. The marriage worked well enough, but it's been several years and, reflecting societal trends, both parties now seem ready to move on to different relationships.

This second trip to the altar involves the joining of television/ video and high-fidelity audio suppliers in developing ultra-high-end direct view and projection TVs with enhanced sound reproduction. First invitations were sent out by Zenith and Bose, then Toshiba and Carver announced the happy news. Last month, during their national sales meetings, Magnavox/ JBL and Sony/ Hughes Aircraft (developer of the Sound Retrieval System) tied the knot.

Featuring surround sound, clean amplification and multiple speaker systems, the new hi-fi enhanced sets sound great. Their lofty price tags will benefit dealers, too. What makes us wonder, however, is whether the merger-crazed dealmakers on Wall Street will step in and convince TV manufacturers to forge a permanent relationship with their audio partners, setting off a new round of acquisition and consolidation in the industry.

Chart Your Course

RETAILERS who carry video software will find a valuable new service this month in DEALERSCOPE MERCHANDISING. Using the resources of the American Video Association we are proud to present rental and sell-through charts of the month's Top 10 video releases. But we're doing more than simply telling you what were the hot titles last month. Based on responses from the AVA membership, the organization's researchers will also be forecasting the most popular titles for the current solicitation period. The result: a reliable guide to the most promising soon-to-be-released titles that can help you make more timely buying decisions. We think the DM/AVA charts are certain to become a must-read in the months ahead.

Murray Slovick

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PEOPLE ON THE MOVE: Major Appliance

The Association of Home Appliance Manufacturers announces the addition of nine new members: Atwood Mobile Products, **George W. McCann**; Armco Eastern Steel Div., **J. Michael Lawson**; Bruce Plastics Inc., **Morton H. Baker**; Cullman Products, **Bill L. Neal**; EAC Technologies Corp., **Douglas W. Anderson**; BF Goodrich Co., **Barry M. Hendrix**; Ideal

Baker

Arnt

Industries, **Larry Hamilton**; Majors & Sprowl Steel Ltd., **Lewis Hamity**; and Nekoosa Packaging, **Joseph Oswald**.

Changes at Whirlpool Corp: **Robert A. Burnett**, **Gerrit Jeeloff**, **Jack D. Sparks** and **David R. Whitwam** are elected to the board of directors. **Wilhemus G. Maeyer** is named executive VP. **Randall C. Arnt** rejoins Whirlpool as director of corporate security.

Jerry F. Lauer is named national accounts marketing manager for the Hoover Co.

Roger Mayer is appointed head of Emerson Quiet Kool's customer assurance department.

At Jenn-Air, **Jerry A. Joyner**, **R. Joseph Goode** and **Gary Stoner** are named regional managers.

Welbilt Corp. appoints **Agnes Corkill** corporate advertising manager. **Peter Fuerst** becomes president of Cleveland Range. ■

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
March 1989

	March			Calendar Year to Date		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,638.3	4,122.6	+ 12.5	12,816.3	11,735.4	+ 9.2
COOKING — TOTAL	1,358.5	1,172.4	+ 15.9	4,132.3	3,860.3	+ 7.0
Electric Ranges — Total	272.9	251.0	+ 8.7	742.9	730.0	+ 1.8
Free Standing	214.6	200.5	+ 7.0	582.7	581.2	+ 0.3
Built-In	58.4	50.5	+ 15.6	160.2	148.9	+ 7.6
Gas Ranges — Total	194.0	175.4	+ 10.6	508.1	506.7	+ 0.3
Free Standing	183.4	163.2	+ 12.4	480.3	475.4	+ 1.0
Built-In	10.6	12.1	- 12.4	27.8	31.3	- 11.2
Microwave Ovens/Ranges***	906.5	761.4	+ 19.1	2,923.9	2,669.0	+ 9.6
HOME LAUNDRY — TOTAL	923.8	857.2	+ 7.8	2,818.8	2,702.8	+ 4.3
Automatic Washers	539.1	497.9	+ 8.3	1,604.0	1,536.4	+ 4.4
Dryers — Total	384.7	359.2	+ 7.1	1,214.8	1,166.4	+ 4.1
Electric	297.7	276.6	+ 7.6	941.1	903.4	+ 4.2
Gas	87.0	82.7	+ 5.2	273.7	263.0	+ 4.1
KITCHEN CLEAN UP — TOTAL	756.0	692.9	+ 9.1	2,183.5	2,056.0	+ 6.2
Disposers	413.6	361.5	+ 14.4	1,185.1	1,082.9	+ 9.4
Dishwashers — Total	323.5	307.7	+ 5.1	942.1	912.7	+ 3.2
Built-In	306.1	288.0	+ 6.3	882.3	845.6	+ 4.3
Portable	17.4	19.7	- 11.7	59.8	67.2	- 11.0
Compactors	18.9	23.7	- 20.3	56.3	60.4	- 6.8
FOOD PRESERVATION — TOTAL	654.1	593.8	+ 10.2	1,768.3	1,697.6	+ 4.2
Refrigerators	563.1	512.2	+ 10.1	1,491.2	1,435.5	+ 3.9
Freezers — Total	90.0	81.6	+ 10.3	277.2	262.1	+ 5.8
Chest	52.8	43.6	+ 21.1	156.1	142.1	+ 9.9
Upright	37.3	38.0	- 1.8	121.1	120.0	+ 0.9
HOME COMFORT — TOTAL	945.9	806.2	+ 17.3	1,913.4	1,418.7	+ 34.9
Room Air Conditioners	845.7	682.3	+ 23.9	1,744.1	1,206.1	+ 44.6
Dehumidifiers	100.2	124.0	- 19.2	169.3	212.6	- 20.4

*Domestic plus export shipments, includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers)

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BPA

PERISCOPE

Can a 1991 Solution Solve a 1989 Problem?

TALK about licking their chops. Retailers, struggling through a dreadful summer season of reduced store traffic and predatory hi-fi and camcorder pricing, woke up one fine morning to discover the way apparently had been cleared for U.S. sales of digital audio tape (DAT) recorders. Every print and electronic mass media vehicle, it seemed, was devoting space and time to the announced settlement of the copyright dispute between record companies and stereo equipment manufacturers.

The focus of the agreement is the Serial Copy Management System (SCMS), which allows DAT machines to make one copy from a CD, prerecorded DAT cassette or digital broadcast but prevents subsequent copying of the tapes.

Unfortunately, fate is playing a cruel trick on those dealers who have anxiously awaited the addition of DAT to their store's product arsenal. For one thing, the agreement requires legislative action to ensure compliance and that approval, at best guess, is at least six months off.

For another, DAT recorders initially will sell for $1,000 to $2,000. Blank tapes are likely to cost $15-$20 and prerecorded tapes $25 and up. Clearly not mass market pricing. Of course the history of consumer electronics is replete with examples of highly priced new technology items becoming affordably priced in a relatively short time.

What is more, just because record companies will no longer fight the introduction of DAT does not mean they warmly embrace the product and intend to flood the market with music released on the new digital format. Early indications are quite the opposite: The record industry does not seem overly thrilled with the prospect of carrying another music format, especially since its last two, CD Singles and CD Video, are not exactly setting sales records.

The bottom line for hi-fi dealers, then, is that one day DAT probably will represent a good business opportunity. But it isn't now. So let's spend the time before the debut of the new DAT recorders concentrating on existing, product and figuring out real solutions to the current sales doldrums.

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PEOPLE ON THE MOVE: Major Appliance

Changes at Whirlpool: **Walter J. Coleman** is named VP, consumer services; **Richard D. Koeller** is appointed VP, information technology; **Mark Montague** becomes VP, human resources and **Alan Voorhis** is named plant manager of the Benton Harbor division. At Whirlpool Financial, **Thomas W. Brookover** is named to head up the recently reorganized inventory financing operations.

Coleman *Montague*

Lawrence R. Johnston is appointed VP of GE Appliances' sales and distribution.

Raytheon's board of directors elects **Henry J. Meyer** senior VP and **John A. Kammerer II** VP.

Johnston *Detrick*

Sean W. Kelly is appointed district sales manager in Southern California and **Gerry Reda** district sales manager for Iowa and Nebraska by Modern Maid.

Amana Refrigeration names **Ronald L. Mock** VP, market development and promotes **Steven W. Penney** to general manager, branch operations.

Richard Detrick is named general manager and **Henry F. Doersam** becomes director of engineering at Marvel Industries. ■

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS,* THOUSANDS OF UNITS
June 1989

	June			Calendar Year to Date			Calendar Quarter		
	1989	1988	% Change	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,573.3	4,727.7	- 3.3	25,937.2	24,745.3	+ 4.8	13,133.8	13,009.9	+ 0.8
COOKING—TOTAL	1,222.4	1,298.6	- 5.9	7,895.7	7,463.8	+ 5.8	3,763.4	3,603.4	+ 4.4
Electric Ranges—Total	263.4	309.7	- 14.9	1,498.3	1,549.3	- 3.3	755.5	819.3	- 7.8
Free Standing	206.5	239.4	- 13.7	1,180.8	1,233.7	- 4.3	598.1	652.5	- 8.3
Built-In	56.9	70.3	- 19.1	317.5	315.6	+ 0.6	157.4	166.7	- 5.6
Gas Ranges—Total	184.6	215.2	- 14.2	1,037.0	1,070.5	- 3.1	528.9	563.9	- 6.2
Free Standing	172.9	202.5	- 14.6	979.9	1,005.9	- 2.6	499.6	530.5	- 5.8
Built-In	11.7	12.7	- 7.9	57.1	64.6	- 11.6	29.3	33.4	- 12.3
Microwave Ovens/Ranges***	788.2	789.2	- 0.1	5,443.4	4,933.0	+ 10.3	2,519.5	2,264.0	+ 11.3
HOME LAUNDRY—TOTAL	960.9	928.6	+ 3.5	5,465.1	5,301.2	+ 3.1	2,647.2	2,598.5	+ 1.9
Automatic Washers	572.3	546.1	+ 4.8	3,166.1	3,070.8	+ 3.1	1,562.1	1,534.4	+ 1.8
Dryers—Total	388.6	382.5	+ 1.6	2,299.0	2,230.4	+ 3.1	1,085.2	1,064.1	+ 2.0
Electric	299.3	300.8	- 0.5	1,775.2	1,732.1	+ 2.5	834.1	828.7	+ 0.7
Gas	89.2	81.7	+ 9.2	523.8	498.3	+ 5.1	251.1	235.4	+ 6.7
KITCHEN CLEAN UP—TOTAL	673.1	686.2	- 1.9	4,128.2	4,063.4	+ 1.6	1,944.6	2,007.4	- 3.1
Disposers	331.3	335.7	- 1.3	2,186.9	2,043.8	+ 7.0	1,001.8	960.9	+ 4.3
Dishwashers—Total	323.7	329.6	- 1.8	1,832.8	1,902.2	- 3.6	890.7	989.5	- 10.0
Built-In	306.8	311.5	- 1.5	1,727.2	1,777.2	- 2.8	845.0	931.6	- 9.3
Portable	16.9	18.1	- 6.6	105.5	125.0	- 15.6	45.7	57.9	- 21.1
Compactors	18.1	21.0	- 13.8	108.5	117.4	- 7.6	52.2	57.0	- 8.4
FOOD PRESERVATION—TOTAL	901.1	879.8	+ 2.4	4,092.6	3,946.2	+ 3.7	2,326.9	2,248.5	+ 3.5
Refrigerators	785.1	753.4	+ 4.2	3,498.1	3,338.2	+ 4.8	2,006.9	1,902.7	+ 5.5
Freezers—Total	116.0	126.4	- 8.2	594.6	608.0	- 2.2	320.0	345.0	- 7.5
Chest	64.6	68.1	- 5.1	338.2	326.6	+ 3.6	184.7	184.5	+ 0.1
Upright	51.4	58.3	- 11.8	256.4	281.4	- 8.9	135.3	161.4	- 16.2
HOME COMFORT—TOTAL	815.8	934.5	- 12.7	4,355.6	3,970.7	+ 9.7	2,431.6	2,552.0	- 4.7
Room Air Conditioners	718.2	834.9	- 14.0	3,938.5	3,442.0	+ 14.4	2,183.9	2,236.0	- 2.3
Dehumidifiers	97.7	99.6	- 1.9	417.0	528.7	- 21.1	247.7	316.1	- 21.6

*Domestic plus export shipments: includes both U.S. produced and imported products.
**Numbers do not add because of overlapping product categories.
***Includes microwave ovens and combination microwave ovens/ranges.
Source: AHAM (Assn. of Home Appliance Manufacturers).